



DIGITAL 2019

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND E-COMMERCE

**We
are.
social**



Hootsuite™

DIGITAL AROUND THE WORLD IN 2019



SIMON KEMP
REPORT AUTHOR

I say this in my introduction to our Global Digital Reports every year, but the past twelve months really have seen impressive growth across all things digital. This year's collection of **230+** reports reveals some striking new numbers in countries all across the globe, with developing economies showing some particularly strong growth.

The big story in this year's data is the accelerating growth in internet users. More than **360 million** people came online for the first time during 2018, at an average rate of more than 1 million new users each day. **57 percent** of the world's population is now connected to the internet, with trends indicating that all of the original 'Next Billion Users' are now online.

We're spending significant amounts of time online, too. The average internet user now spends more than **6½ hours** online each day, meaning that the world's digital

community will spend a combined total of more than **1.2 billion years** using the internet in 2019.

Social media continues to account for the greatest share of that time, and the average user spends more time on social today than they did this time last year. The number of social media users around the world has increased by more than **280 million** since January 2018, but there have also been some user declines across some of the world's top social platforms. To help you make sense of this changing social landscape, we've included detailed data by platform across all of our reports.

Mobile users grew by a more modest **100 million** over the past year, but that slower growth is perhaps to be expected, given that **two-thirds** of the world's population already uses a mobile. However, mobile has helped fuel strong growth

in e-commerce over the past year, with m-commerce and mobile wallets playing an increasingly important role in the lives of people all across the globe.

This year's reports also take a closer look at some of the more recent additions to the digital landscape, including the growing use of voice control, and public adoption of cryptocurrencies.

Best of all, we're making this year's full collection of **5,000+** charts available for free. You'll find details of how to download everything over the next few pages, but be sure to check out the links to our wonderful data partners at the end of this report to find even more rich data and insights.

But with that, let's get stuck into the numbers. Here's to another year of impressive digital growth in 2019!





DIGITAL 2019

GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

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CLICK HERE TO READ OUR 2019 GLOBAL DIGITAL YEARBOOK REPORT,
WITH HEADLINE DIGITAL DATA FOR **EVERY COUNTRY IN THE WORLD**

CLICK THE LINKS BELOW TO ACCESS OUR IN-DEPTH LOCAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUAYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKEIAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	TFYR MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FAKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MAI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FJI	ISE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BEIIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECH REP.	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



GLOBAL OVERVIEW

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



UNIQUE
MOBILE USERS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE SOCIAL
MEDIA USERS



we
are.
social



we
are.
social

7.676

BILLION

URBANISATION:

56%

5.112

BILLION

PENETRATION:

67%

4.388

BILLION

PENETRATION:

57%

3.484

BILLION

PENETRATION:

45%

3.256

BILLION

PENETRATION:

42%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; MOBILE: GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA: PLATFORMS; SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI, ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



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JAN
2019

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



UNIQUE
MOBILE USERS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



MOBILE SOCIAL
MEDIA USERS



we
are.
social



we
are.
social

+1.1%

JAN 2018 – JAN 2019

+84 MILLION

+2.0%

JAN 2018 – JAN 2019

+100 MILLION

+9.1%

JAN 2018 – JAN 2019

+367 MILLION

+9.0%

JAN 2018 – JAN 2019

+288 MILLION

+10%

JAN 2018 – JAN 2019

+297 MILLION



HOOTSUITE'S PERSPECTIVE: DIGITAL IN 2019

From using Instagram to research products to chatting with customer support on messaging apps, social media has become the heart of all digital customer touchpoints. We recommend that brands take action in three critical areas:



REBUILD TRUST WITH CONSUMERS

Cambridge Analytica and fake news damaged consumer confidence in search engines, businesses, and social channels in 2018. To rebuild trust, brands must be clear why they are collecting data and use the data they do collect to create personalized, one-to-one experiences that offer new value to customers.



BREAK DOWN MARKETING SILOS

54% of organizations report that departments beyond marketing are now using social media. Marketing teams can increase their influence by guiding this expansion and advancing their organization's digital transformation. Begin by establishing common KPIs with other departments, using social to achieve broad business objectives like brand health, revenue, and customer retention.



MAKE A UNIFIED VIEW YOUR IMPERATIVE

Today, the average internet user has accounts on 8 different social and messaging services. To meet the demands of these consumers, organizations need to build a unified view of their customers across every touchpoint. Tying together data and working fluidly with other departments is a tough task. But cracking this code offers a giant leap ahead of your competitors in 2019.

[Click here](#) to identify new opportunities and compare your strategy to other organizations with Hootsuite's **global study** of 9,278 organizations.

WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2019

The constant evolution of digital continues, with new formats and platforms, enhanced by voice, AI and AR.



EVOLUTION OF VOICE

Voice based search has increased, though interestingly more so in developing economies than developed. Platforms responding by developing features such as Snapchat voice recognition lenses and testing of voice commands for Facebook Messenger and Facebook Portal.



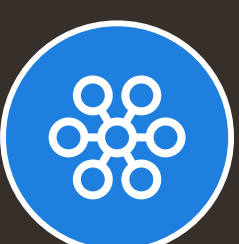
IMMERSIVE SOCIAL

Consumer-level AR creation tools are gradually normalising this technology. AR advertising in the newsfeed points to a more immersive experience on social platforms, but until there are truly social features (allowing humans to interact) it won't be core to the experience.



DEMOCRATISING DATA

We're in the midst of a data revolution. As individuals become the gatekeepers to their own data, it's essential that brands find access on the right terms.



COLLECTIVE AI

As we converge and combine our behaviours and intelligence online, the ability for machine learning to find solutions to brand needs is becoming an essential advantage.

Download our [Think Forward](#) report to dive into these trends and more.



2019 REGIONAL OVERVIEWS

JAN
2019

DIGITAL IN AFRICA IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



MOBILE
SUBSCRIPTIONS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



ACTIVE MOBILE
SOCIAL USERS



we
are.
social



we
are.
social

1.304

BILLION

URBANISATION:

43%

1.049

BILLION

vs. POPULATION:

80%

473.0

MILLION

PENETRATION:

36%

216.0

MILLION

PENETRATION:

17%

202.4

MILLION

PENETRATION:

16%



JAN
2019

ANNUAL DIGITAL GROWTH IN AFRICA

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+2.5%

JAN 2018 – JAN 2019

+33 MILLION

MOBILE
SUBSCRIPTIONS



we
are.
social

+5.2%

JAN 2018 – JAN 2019

+51 MILLION

INTERNET
USERS



+8.7%

JAN 2018 – JAN 2019

+38 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are.
social

+13%

JAN 2018 – JAN 2019

+25 MILLION

ACTIVE MOBILE
SOCIAL USERS



+17%

JAN 2018 – JAN 2019

+30 MILLION



JAN
2019

DIGITAL IN THE AMERICAS IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



1.020

BILLION

URBANISATION:

81%

MOBILE
SUBSCRIPTIONS



1.058

BILLION

vs. POPULATION:

104%

INTERNET
USERS



798.4

MILLION

PENETRATION:

78%

ACTIVE SOCIAL
MEDIA USERS



673.1

MILLION

PENETRATION:

66%

ACTIVE MOBILE
SOCIAL USERS



610.5

MILLION

PENETRATION:

60%



we
are.
social



we
are.
social



**JAN
2019**

ANNUAL DIGITAL GROWTH IN THE AMERICAS

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



MOBILE
SUBSCRIPTIONS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



we
are.
social

ACTIVE MOBILE
SOCIAL USERS



+0.9%

JAN 2018 – JAN 2019

+9 MILLION

+0.9%

JAN 2018 – JAN 2019

+10 MILLION

+7.7%

JAN 2018 – JAN 2019

+57 MILLION

+3.8%

JAN 2018 – JAN 2019

+25 MILLION

+5.0%

JAN 2018 – JAN 2019

+29 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; MOBILE: GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA: PLATFORMS; SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI, ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



JAN
2019

DIGITAL IN ASIA-PACIFIC IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



MOBILE
SUBSCRIPTIONS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



ACTIVE MOBILE
SOCIAL USERS



we
are.
social



we
are.
social

4.250

BILLION

URBANISATION:

48%

4.416

BILLION

vs. POPULATION:

104%

2.210

BILLION

PENETRATION:

52%

1.997

BILLION

PENETRATION:

47%

1.931

BILLION

PENETRATION:

45%



JAN
2019

ANNUAL DIGITAL GROWTH IN ASIA-PACIFIC

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+0.8%

JAN 2018 – JAN 2019

+36 MILLION

MOBILE
SUBSCRIPTIONS



+3.0%

JAN 2018 – JAN 2019

+127 MILLION

INTERNET
USERS



+10%

JAN 2018 – JAN 2019

+203 MILLION

ACTIVE SOCIAL
MEDIA USERS



+12%

JAN 2018 – JAN 2019

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+13%

JAN 2018 – JAN 2019

+219 MILLION

JAN
2019

DIGITAL IN EUROPE IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



MOBILE
SUBSCRIPTIONS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



ACTIVE MOBILE
SOCIAL USERS



we
are.
social



we
are.
social

846.0

MILLION

URBANISATION:

74%

1.101

BILLION

vs. POPULATION:

130%

724.7

MILLION

PENETRATION:

86%

462.5

MILLION

PENETRATION:

55%

393.4

MILLION

PENETRATION:

47%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; MOBILE: GSM.A INTELLIGENCE; INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA: PLATFORMS; SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI, ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



JAN
2019

ANNUAL DIGITAL GROWTH IN EUROPE

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+0.2%

JAN 2018 – JAN 2019

+2 MILLION

MOBILE
SUBSCRIPTIONS



we
are.
social

+0.5%

JAN 2018 – JAN 2019

+5 MILLION

INTERNET
USERS



+7.6%

JAN 2018 – JAN 2019

+51 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are.
social

+3.2%

JAN 2018 – JAN 2019

+14 MILLION

ACTIVE MOBILE
SOCIAL USERS



+4.5%

JAN 2018 – JAN 2019

+17 MILLION

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; MOBILE: GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA: PLATFORMS; SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI, ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



JAN
2019

DIGITAL IN THE MIDDLE EAST IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



MOBILE
SUBSCRIPTIONS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



ACTIVE MOBILE
SOCIAL USERS



we
are.
social



we
are.
social

256.6

MILLION

URBANISATION:

73%

304.5

MILLION

vs. POPULATION:

119%

182.0

MILLION

PENETRATION:

71%

136.1

MILLION

PENETRATION:

53%

118.0

MILLION

PENETRATION:

46%



JAN
2019

ANNUAL DIGITAL GROWTH IN THE MIDDLE EAST

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

TOTAL
POPULATION



+1.7%

JAN 2018 – JAN 2019

+4 MILLION

MOBILE
SUBSCRIPTIONS



we
are.
social

+2.7%

JAN 2018 – JAN 2019

+8 MILLION

INTERNET
USERS



+11%

JAN 2018 – JAN 2019

+18 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are.
social

+4.7%

JAN 2018 – JAN 2019

+6 MILLION

ACTIVE MOBILE
SOCIAL USERS



+2.3%

JAN 2018 – JAN 2019

+3 MILLION





GLOBAL POPULATION OVERVIEW

JAN
2019

OVERVIEW: POPULATION & ECONOMY

ESSENTIAL DEMOGRAPHIC AND ECONOMIC INDICATORS

TOTAL
POPULATION



7.676
BILLION

FEMALE
POPULATION



we
are
social

49.5%

MALE
POPULATION



50.5%

ANNUAL CHANGE
IN POPULATION SIZE



we
are
social

+1.1%

MEDIAN
AGE



30.8

URBAN
POPULATION



GDP PER CAPITA (PPP)
(CURRENT INTERNATIONAL \$) *



56%

\$16,941

OVERALL LITERACY
(ADULTS AGED 15+)



we
are
social

86%

FEMALE LITERACY
(ADULTS AGED 15+)



83%

MALE LITERACY
(ADULTS AGED 15+)



90%



JAN
2019

POPULATION BY REGION

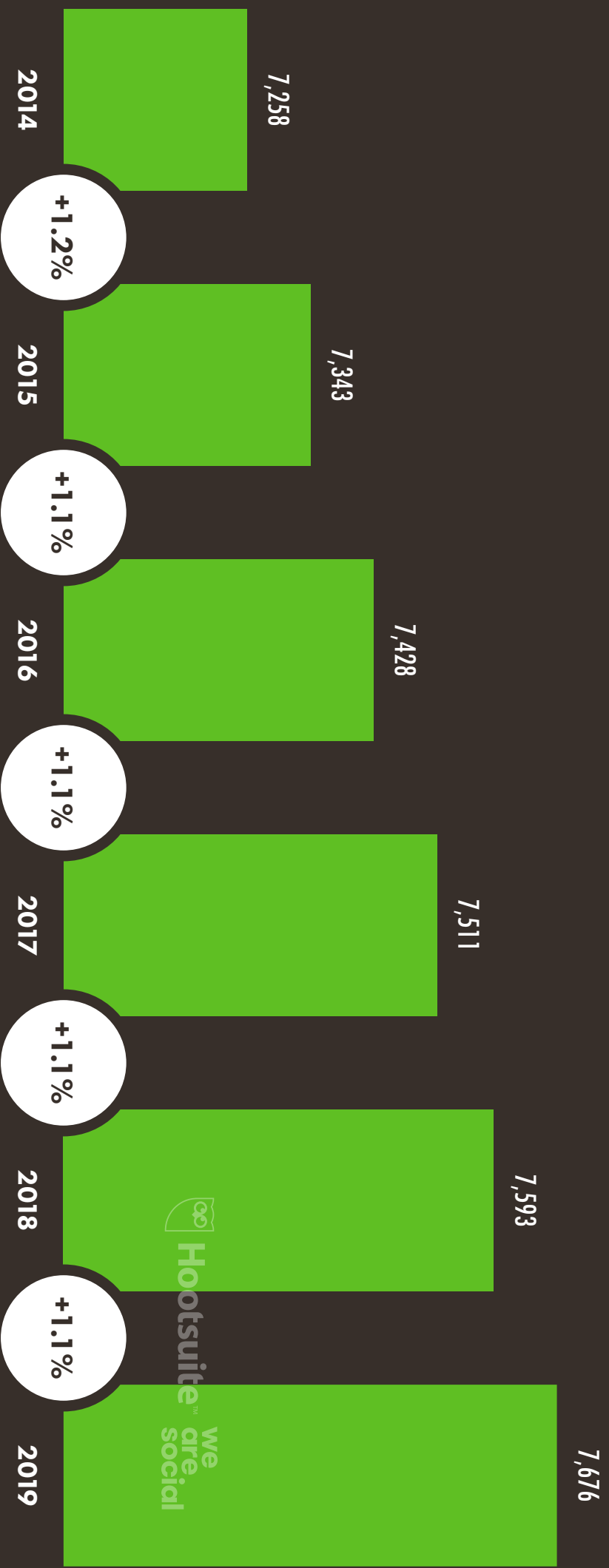
THE NUMBER OF PEOPLE LIVING IN EACH REGION, IN MILLIONS



JAN
2019

POPULATION GROWTH OVER TIME

GLOBAL POPULATION BY YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



JAN
2019

GLOBAL POPULATION BY AGE GROUP

A CLOSER LOOK AT THE WORLD'S POPULATION BY BROAD AGE GROUP

GLOBAL POPULATION
AGED 0 – 12 YEARS



GLOBAL POPULATION
AGED 13 – 24 YEARS



we
are.
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GLOBAL POPULATION
AGED 25 – 44 YEARS



GLOBAL POPULATION
AGED 45 – 64 YEARS



we
are.
social

GLOBAL POPULATION
AGED 65+ YEARS



1.690

BILLION

PERCENTAGE OF TOTAL:

22%

1.451

BILLION

PERCENTAGE OF TOTAL:

19%

2.222

BILLION

PERCENTAGE OF TOTAL:

29%

1.609

BILLION

PERCENTAGE OF TOTAL:

21%

704.4

MILLION

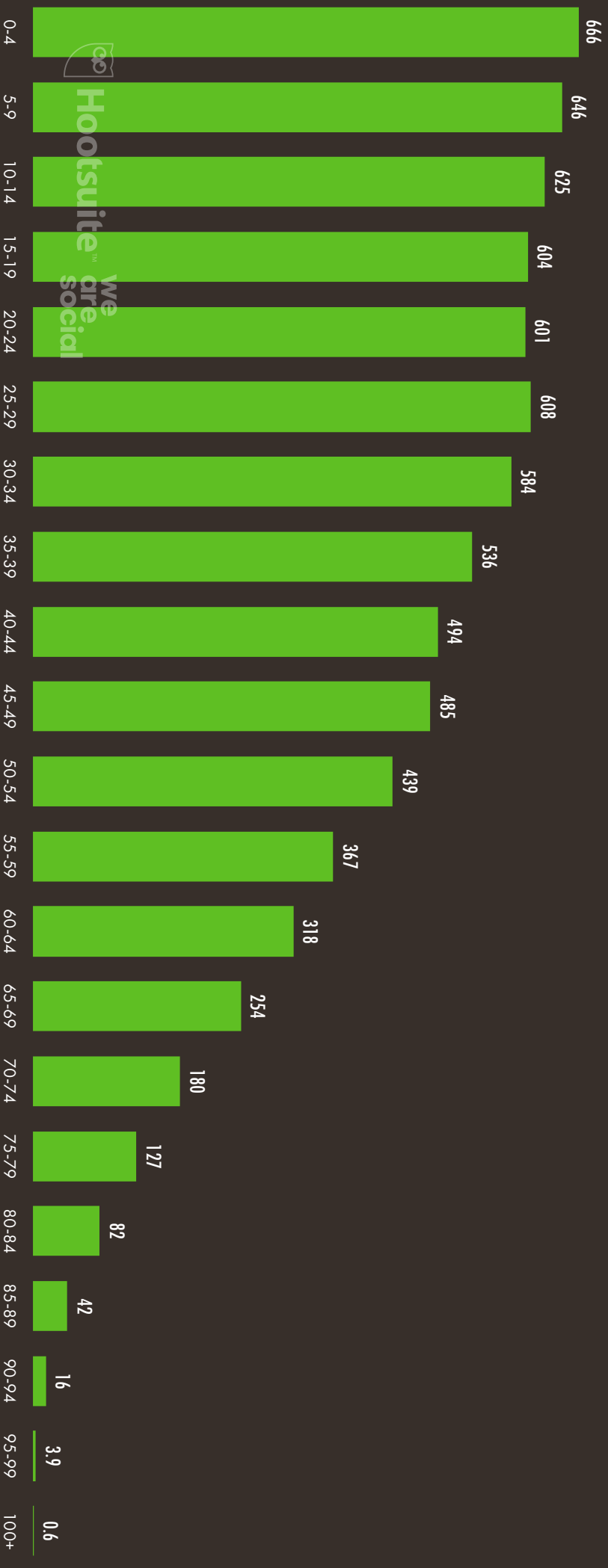
PERCENTAGE OF TOTAL:

9.2%

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2019

DISTRIBUTION OF GLOBAL POPULATION BY AGE

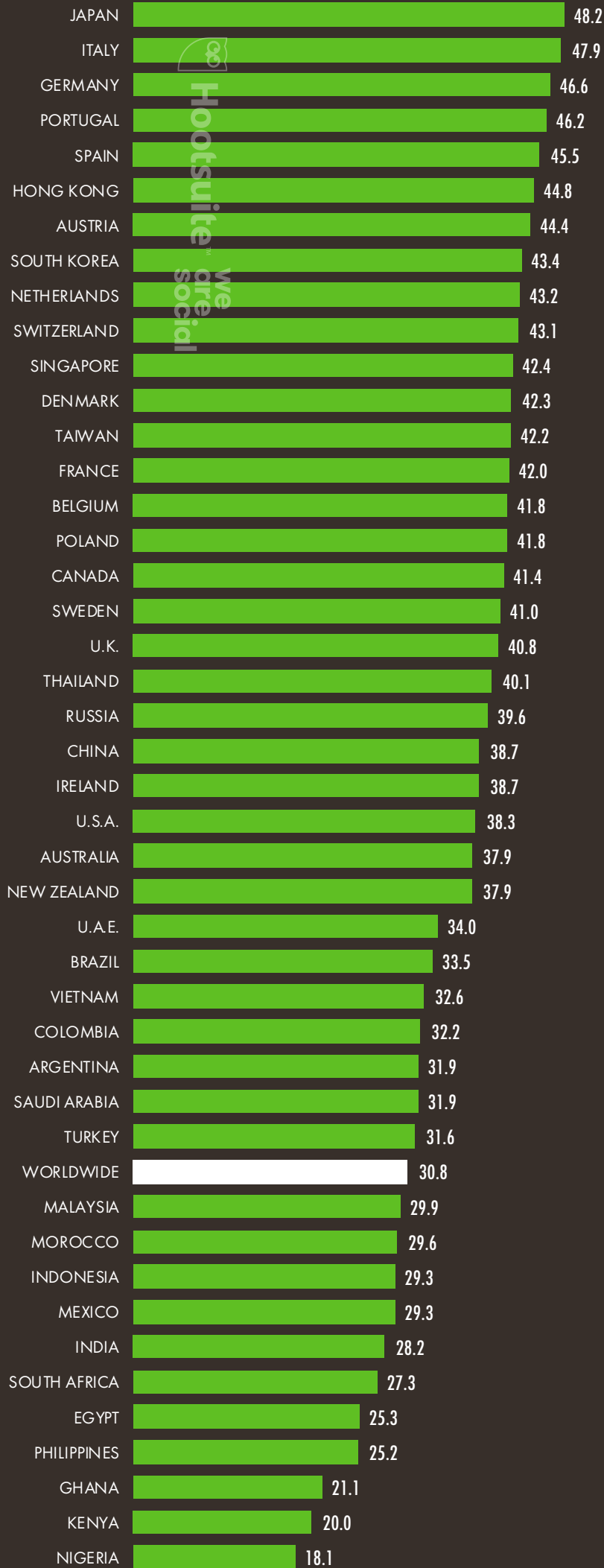
THE WORLD'S TOTAL POPULATION DETAILED BY FIVE-YEAR AGE GROUPS, IN MILLIONS



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2019

MEDIAN AGE BY COUNTRY

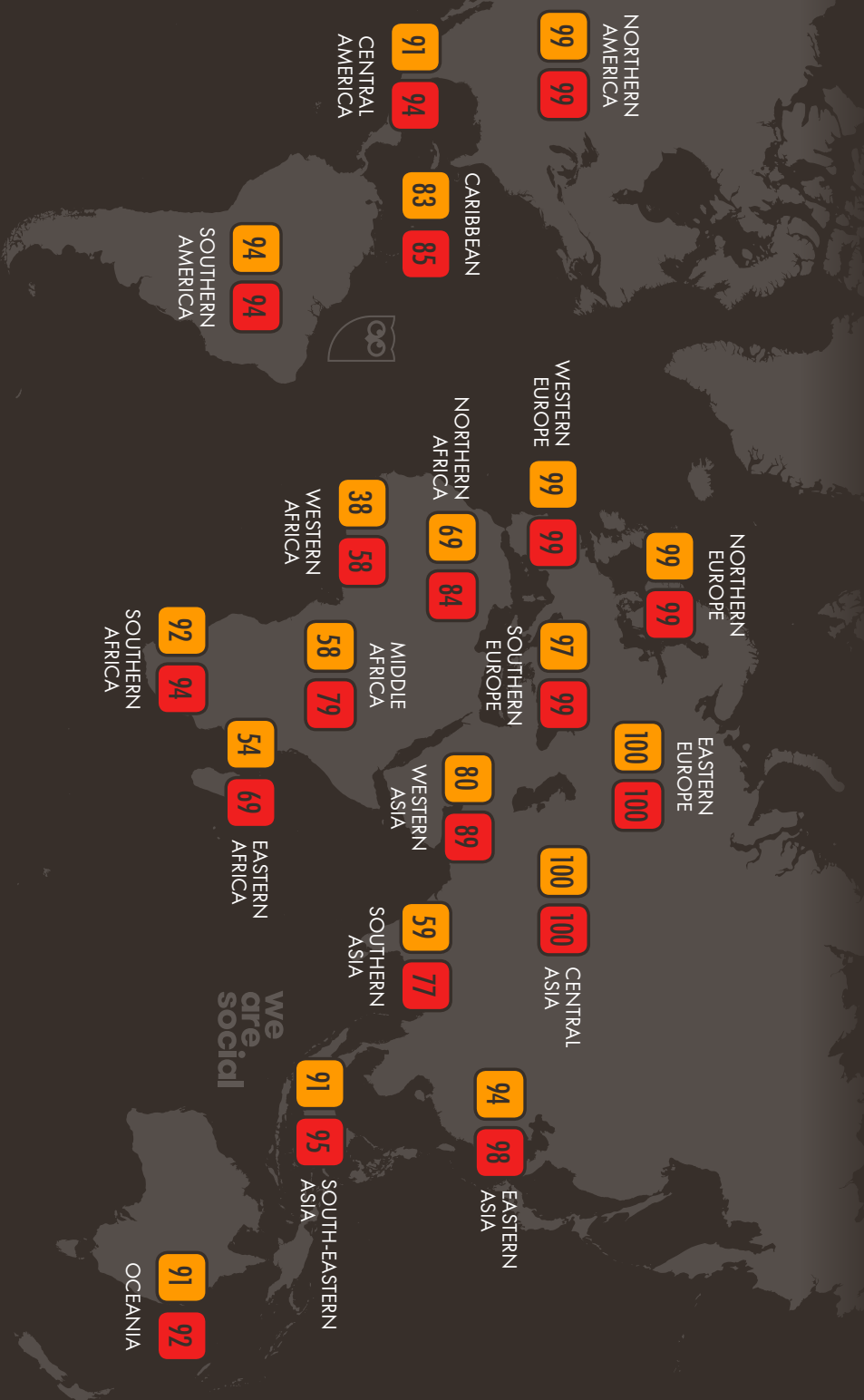
THE AGE AT WHICH THERE ARE AN EQUAL NUMBER OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE NATIONAL POPULATION



**JAN
2019**

LITERACY RATE BY GENDER AND REGION

PERCENTAGE OF EACH REGION'S POPULATION AGED 15 AND ABOVE WHO CAN READ AND WRITE, SPLIT BY GENDER



83 FEMALE GLOBAL AVERAGE:

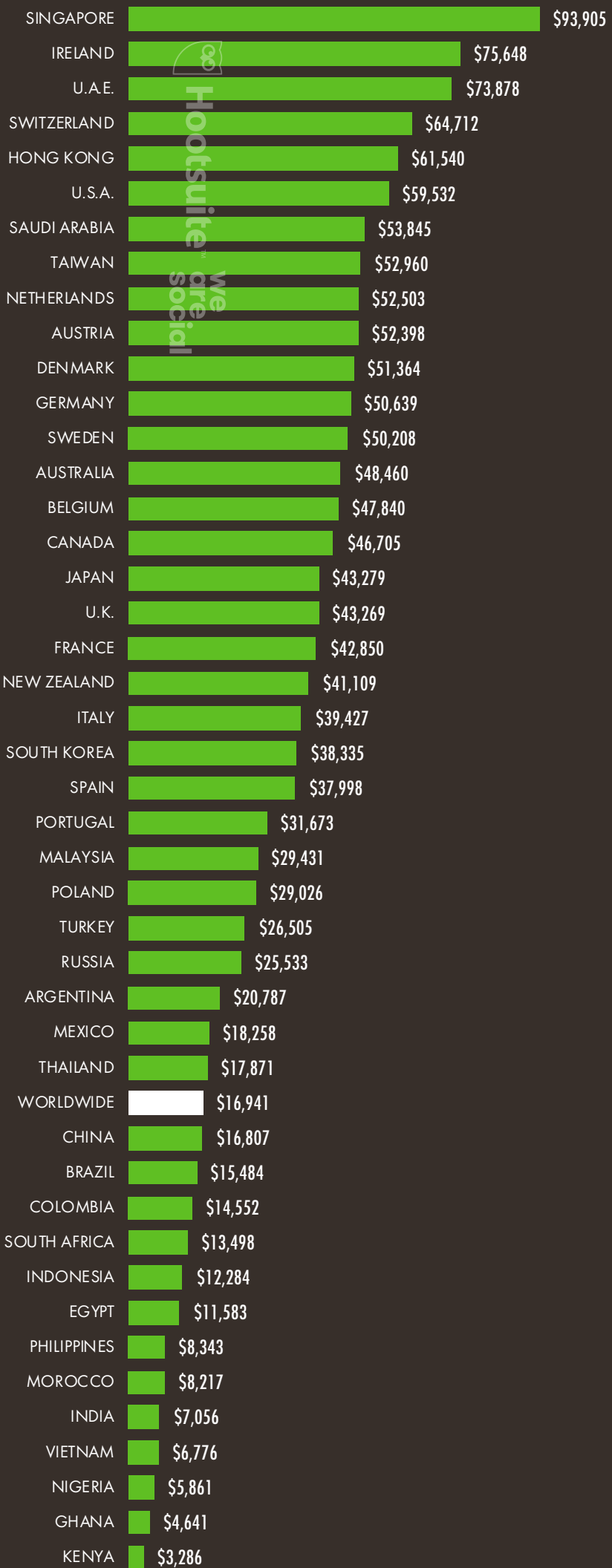
90 MALE GLOBAL AVERAGE:

SOURCES: BASED ON DATA FROM UNESCO; UNICEF; THE WORLD BANK; THE CIA WORLD FACTBOOK; INDEXMUNDI; PEW RESEARCH CENTRE; PHRASEBASE; ETHNOLOGUE.
NOTE: REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

JAN
2019

GDP PER CAPITA (PPP, INTERNATIONAL DOLLARS)

GDP PER CAPITA, REPORTED ON A PURCHASING POWER PARITY (PPP) BASIS IN CURRENT INTERNATIONAL DOLLARS *





GLOBAL INTERNET USE

JAN
2019

INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



global
web
index

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



oo

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



4.388
BILLION

57%

3.986
BILLION

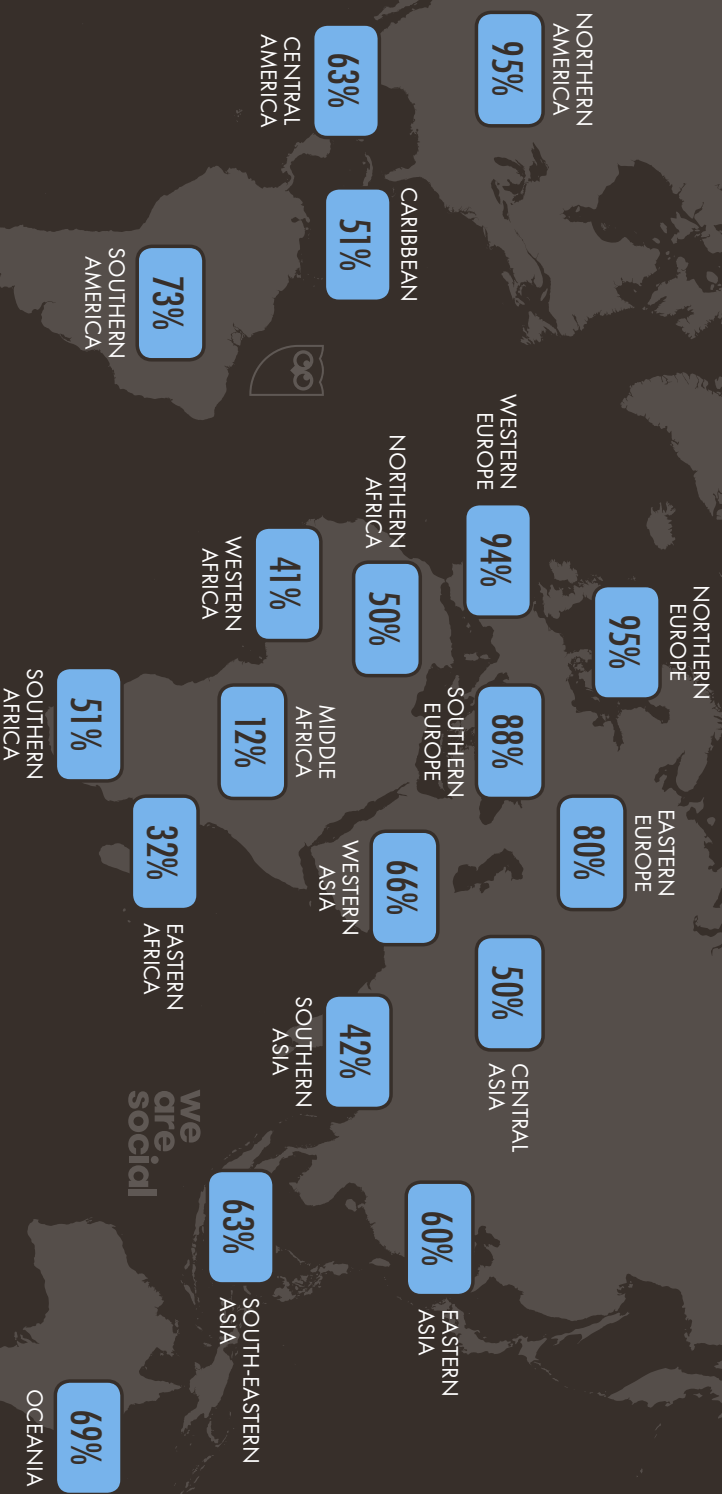
52%



JAN
2019

INTERNET PENETRATION BY REGION

INTERNET USE BY REGION, COMPARING THE NUMBER OF INTERNET USERS TO TOTAL POPULATION (REGARDLESS OF AGE)

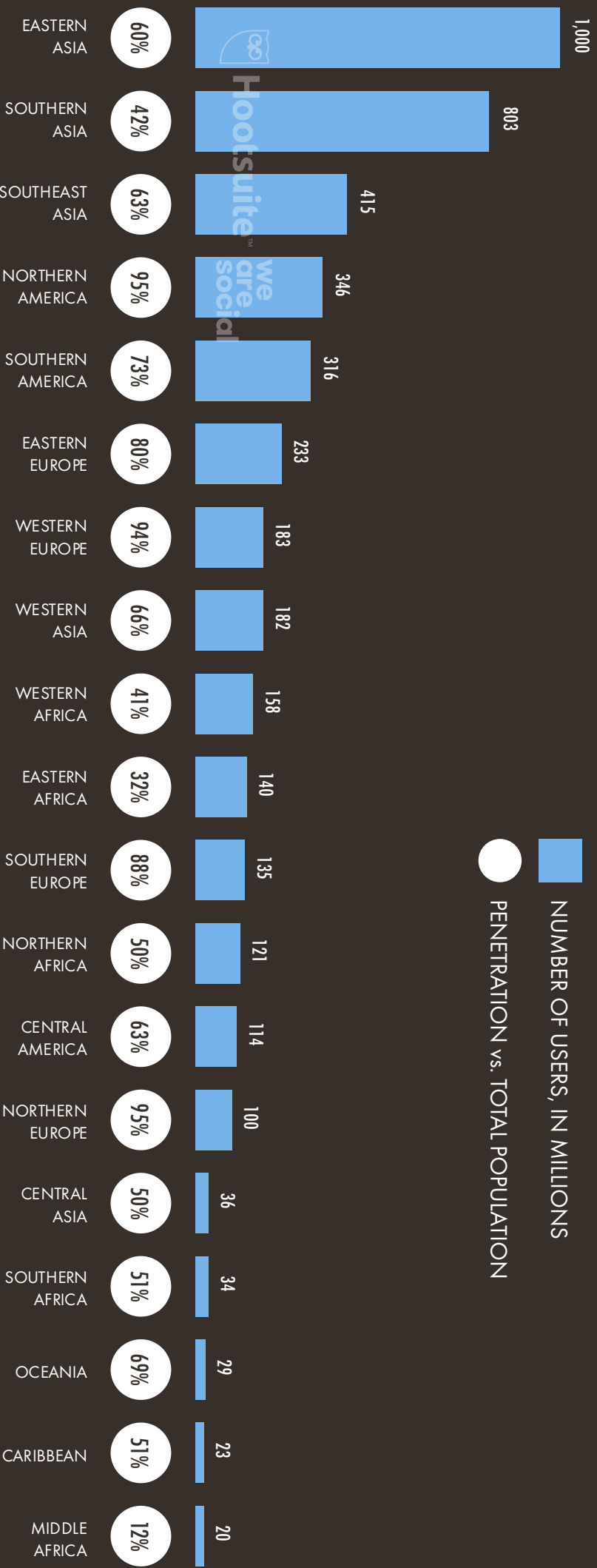


we
are
social

JAN
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INTERNET USE: REGIONAL OVERVIEW

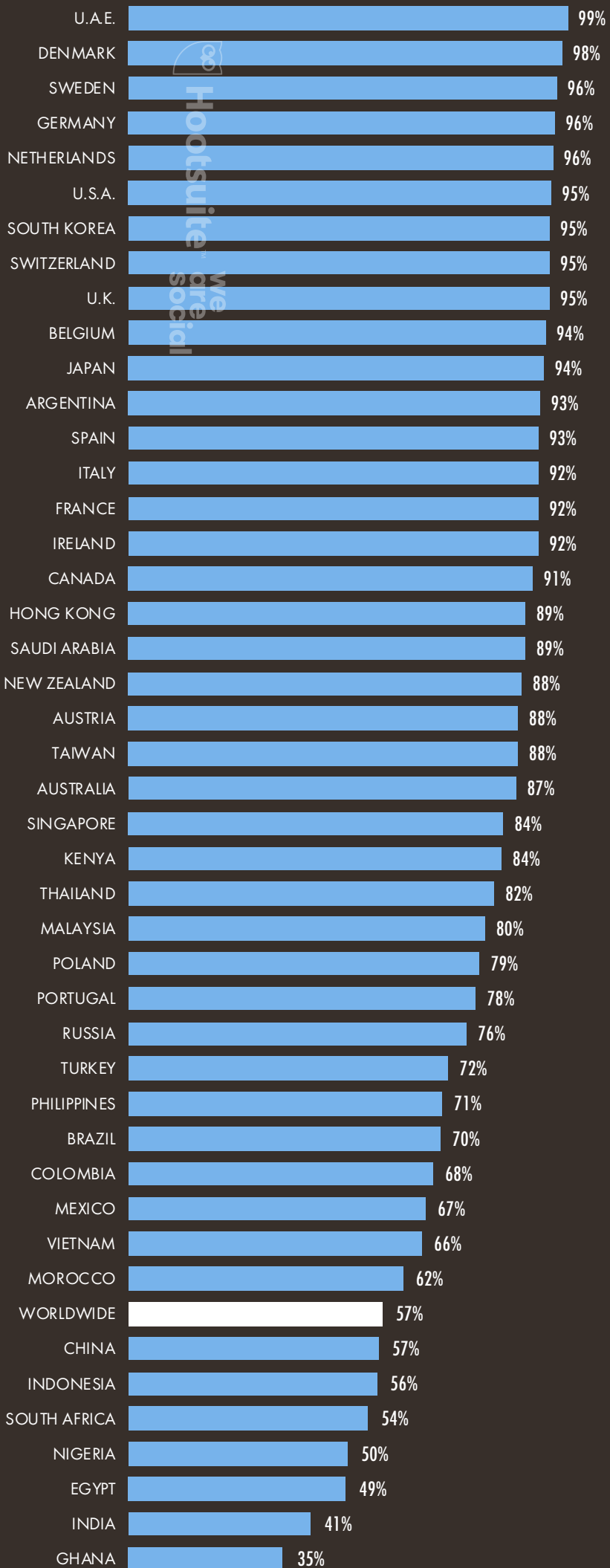
INTERNET USERS IN MILLIONS, AND INTERNET PENETRATION VS. TOTAL POPULATION, BY GLOBAL REGION



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INTERNET PENETRATION IN 2019

PERCENTAGE OF THE TOTAL POPULATION THAT USES THE INTERNET



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INTERNET PENETRATION RANKING

BASED ON INTERNET PENETRATION IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST PENETRATION	%	NO. OF USERS
01 =	ANDORRA	99%	76,242
01 =	ARUBA	99%	104,803
01 =	BERMUDA	99%	60,342
01 =	ICELAND	99%	335,781
01 =	QATAR	99%	2,692,181
01 =	U.A.E.	99%	9,515,733
07	NORWAY	99%	5,311,892
08	DENMARK	98%	5,649,494
09	KUWAIT	98%	4,138,590
10	LUXEMBOURG	98%	580,760

#	LOWEST PENETRATION	%	NO. OF USERS
216	NORTH KOREA	0.08%	20,000
215	ERITREA	1.4%	71,000
214	CHAD	5.0%	779,188
213	CENTRAL AFRICAN REP.	5.4%	256,432
212	BURUNDI	5.4%	617,116
211	DEM. REP. OF CONGO	6.2%	5,301,224
210	GUINEA-BISSAU	7.8%	150,000
209	SOMALIA	9.7%	1,500,000
208	MADAGASCAR	9.8%	2,608,390
207	NIGER	10%	2,325,421

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INTERNET GROWTH RANKINGS: RELATIVE GROWTH

BASED ON THE YEAR-ON-YEAR PERCENTAGE CHANGE IN INTERNET USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	GREATEST RELATIVE GROWTH	▲ %	▲ USERS	#	GREATEST RELATIVE GROWTH	▲ %	▲ USERS
01	WESTERN SAHARA	+364%	+102,000	11	MADAGASCAR	+37%	+708,390
02	DJIBOUTI	+203%	+364,870	12	TIMOR-LESTE	+37%	+150,000
03	TANZANIA	+173%	+14,560,898	13	BOLIVIA	+36%	+2,317,749
04	NIGER	+146%	+1,378,981	14	COMOROS	+31%	+40,000
05	AFGHANISTAN	+142%	+5,694,586	15	IRAN	+29%	+16,241,877
06	CÔTE D'IVOIRE	+69%	+4,529,978	16	CUBA	+27%	+1,270,796
07	UKRAINE	+60%	+15,325,054	17	ITALY	+27%	+11,490,731
08	CAMBODIA	+56%	+4,500,000	18=	GUINEA-BISSAU	+25%	+30,000
09	RWANDA	+50%	+1,875,322	18=	NORTH KOREA	+25%	+4,000
10	ZAMBIA	+40%	+2,056,489	18=	SOMALIA	+25%	+300,000

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INTERNET GROWTH RANKINGS: ABSOLUTE GROWTH

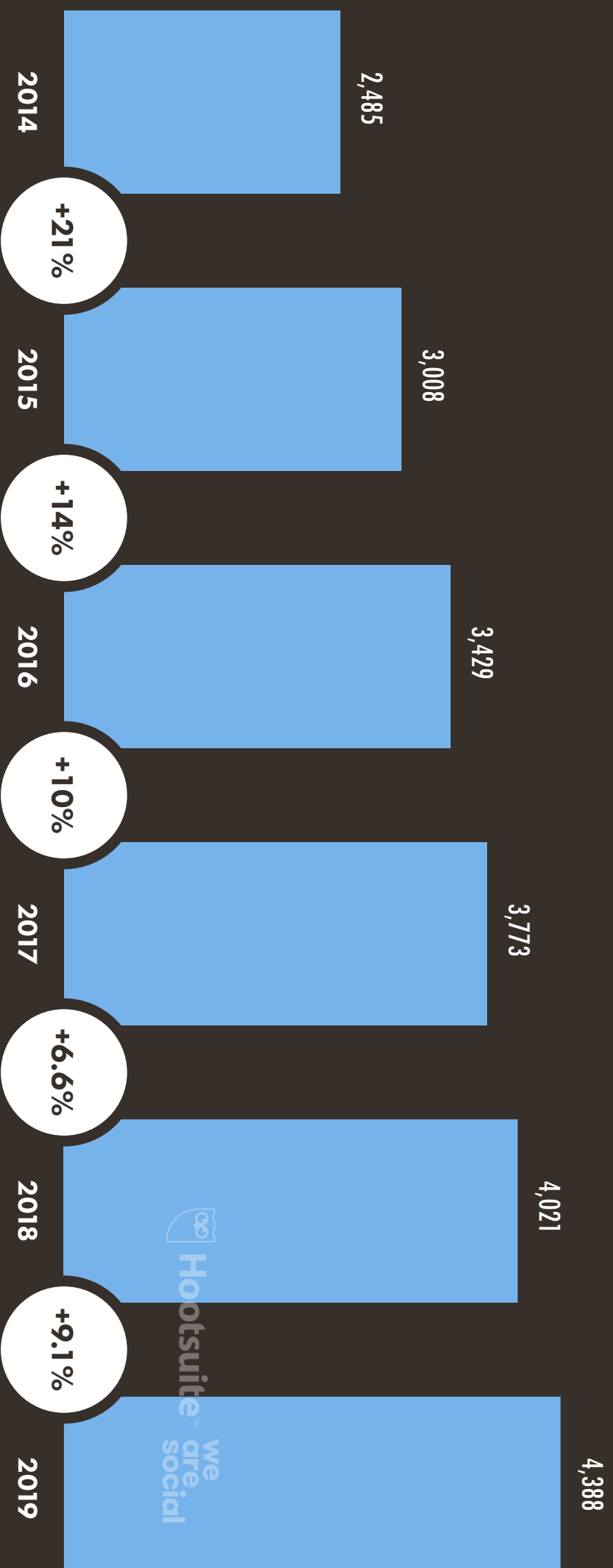
BASED ON THE YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER INTERNET USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %	#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲ %
01	INDIA	+97,885,011	+21%	11	PHILIPPINES	+9,000,000	+13%
02	CHINA	+50,666,155	+6.7%	12	ARGENTINA	+6,801,754	+20%
03	U.S.A.	+25,379,895	+8.8%	13	AFGHANISTAN	+5,694,586	+142%
04	INDONESIA	+17,300,000	+13%	14	TURKEY	+5,027,251	+9.3%
05	IRAN	+16,241,877	+29%	15	CÔTE D'IVOIRE	+4,529,978	+69%
06	UKRAINE	+15,325,054	+60%	16	CAMBODIA	+4,500,000	+56%
07	TANZANIA	+14,560,898	+173%	17	GERMANY	+4,322,056	+5.8%
08	ITALY	+11,490,731	+27%	18	NIGERIA	+3,572,903	+3.8%
09	BANGLADESH	+10,158,000	+12%	19	SPAIN	+3,541,726	+9.0%
10	BRAZIL	+9,946,450	+7.2%	20	ALGERIA	+3,484,731	+17%

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INTERNET USERS OVER TIME

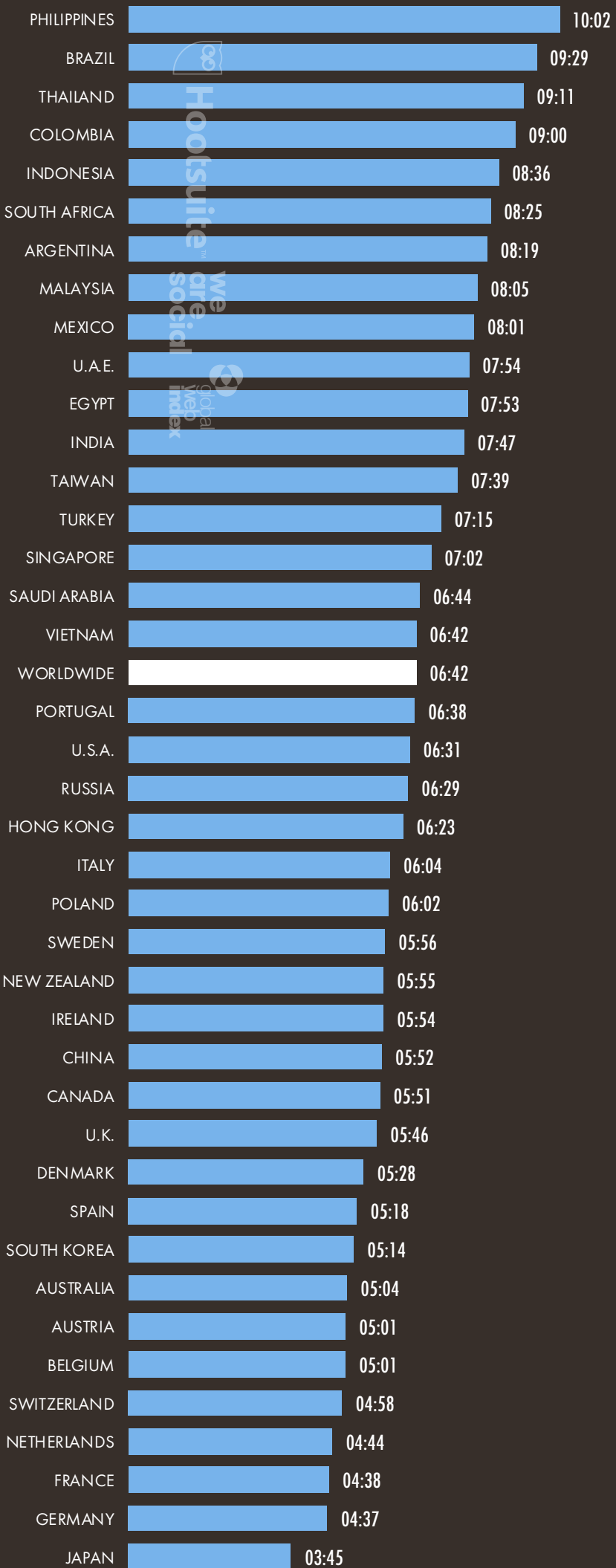
NUMBER OF INTERNET USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



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TIME PER DAY SPENT USING THE INTERNET

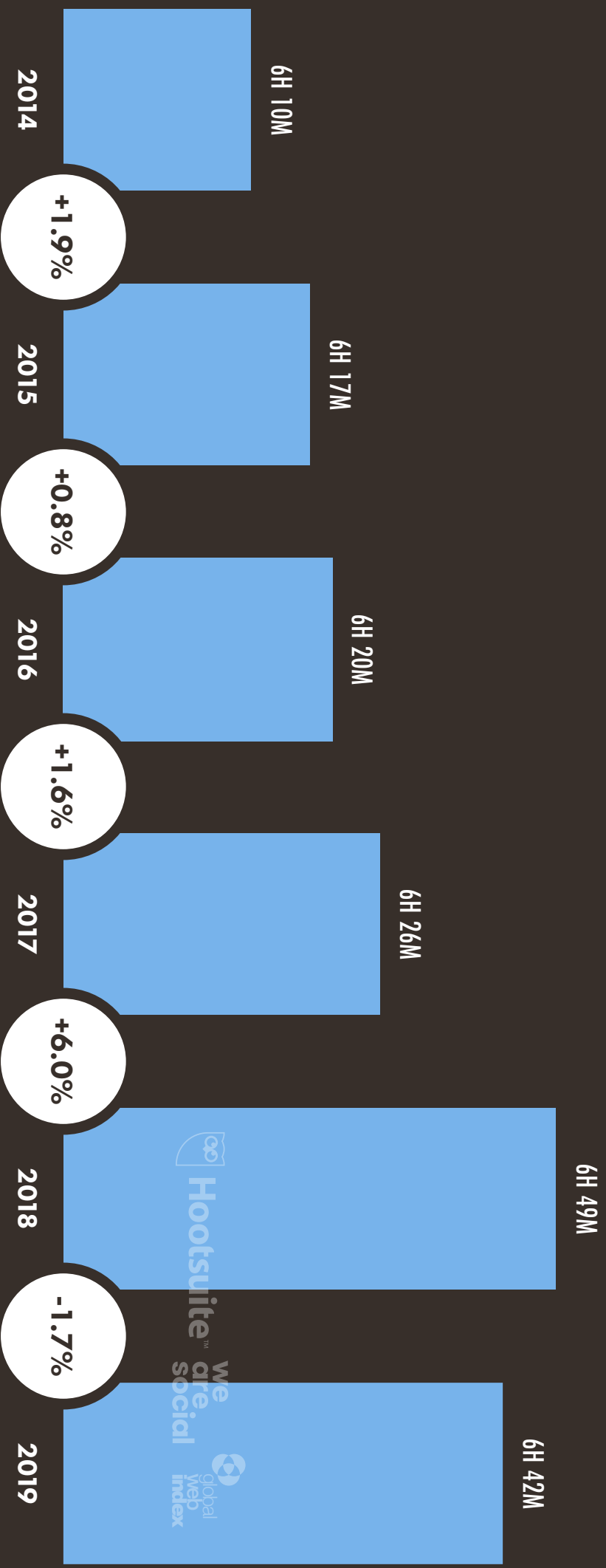
AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]



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EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

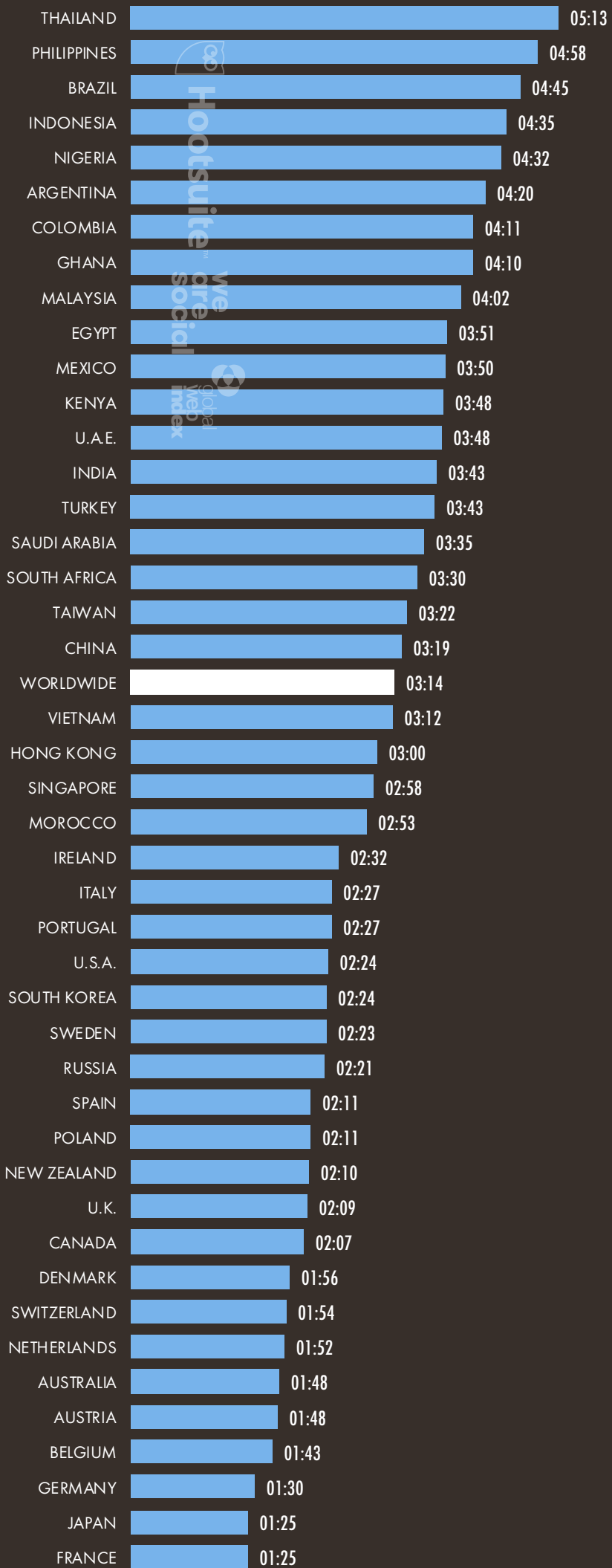
AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA ANY DEVICE (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



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TIME PER DAY SPENT USING MOBILE INTERNET

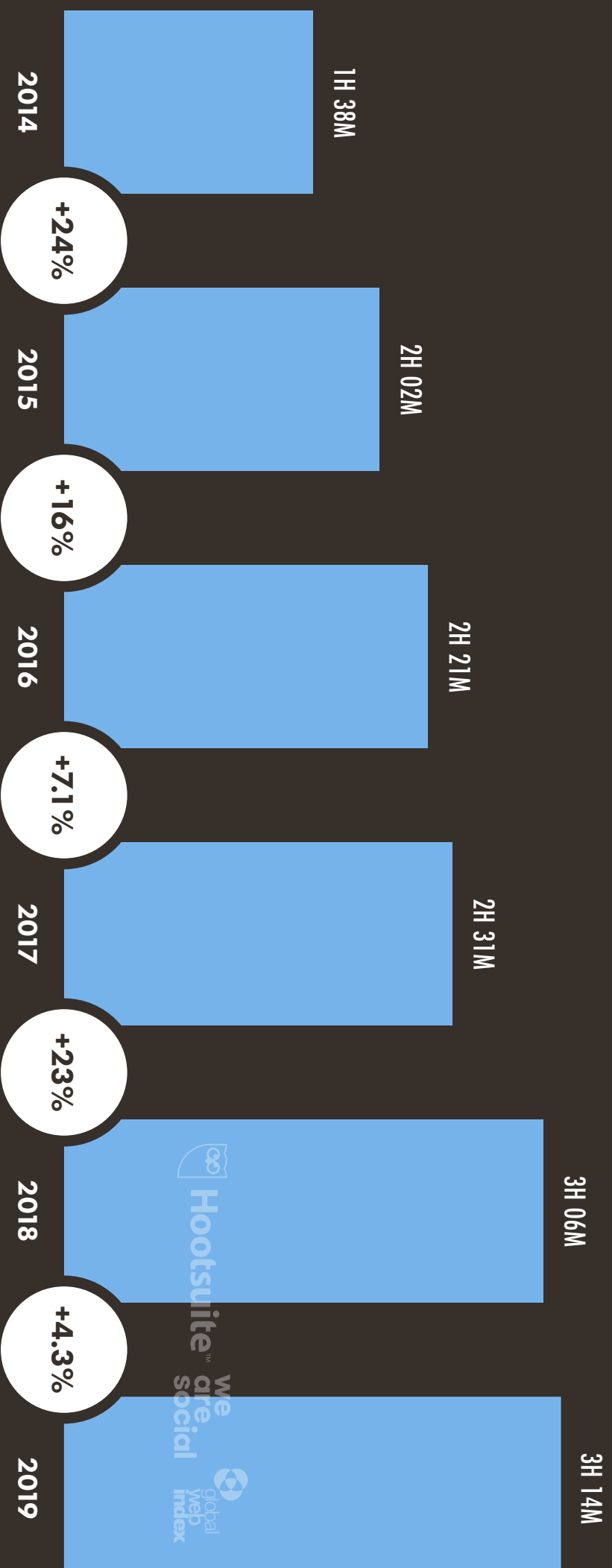
AVERAGE AMOUNT OF TIME PER DAY SPENT USING MOBILE INTERNET [SURVEY BASED]



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DAILY TIME USING THE INTERNET: MOBILE PHONES

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA MOBILE PHONES (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



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DAILY TIME SPENT USING THE INTERNET ON COMPUTERS

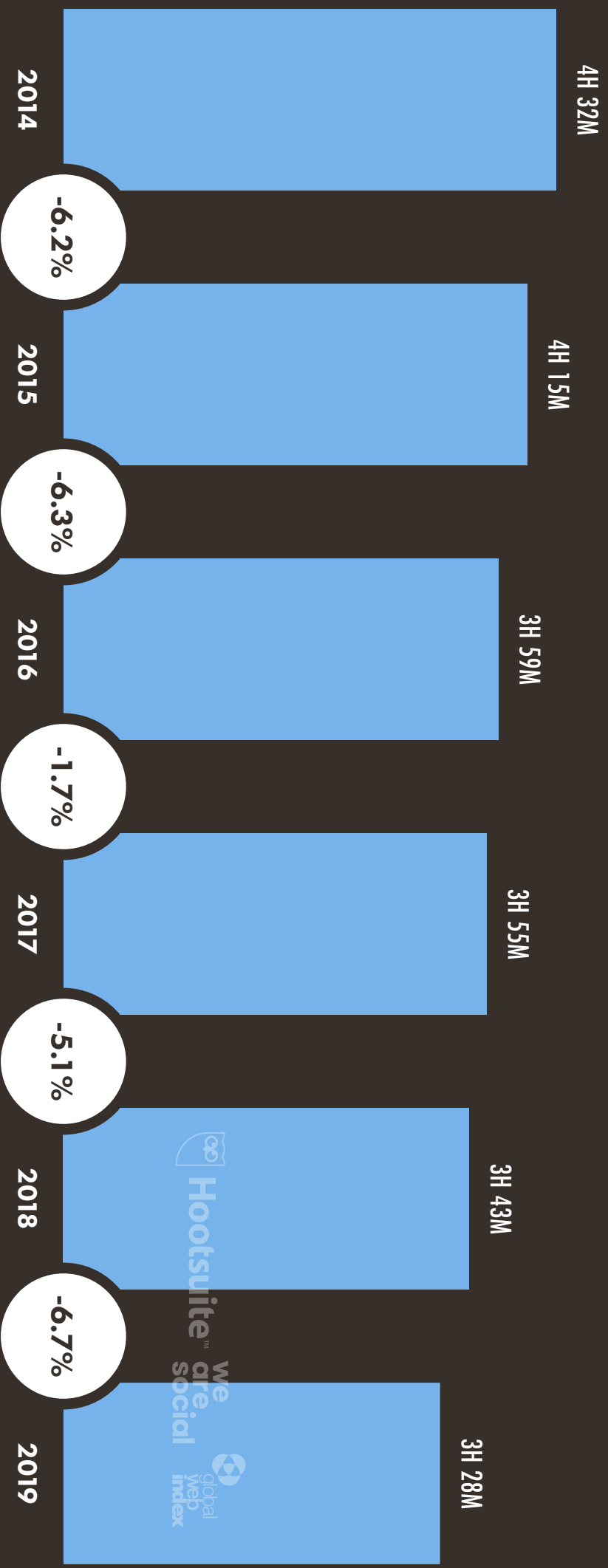
AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET ON LAPTOPS, DESKTOPS, AND / OR TABLET COMPUTERS [SURVEY BASED]



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DAILY TIME USING THE INTERNET: COMPUTERS & TABLETS

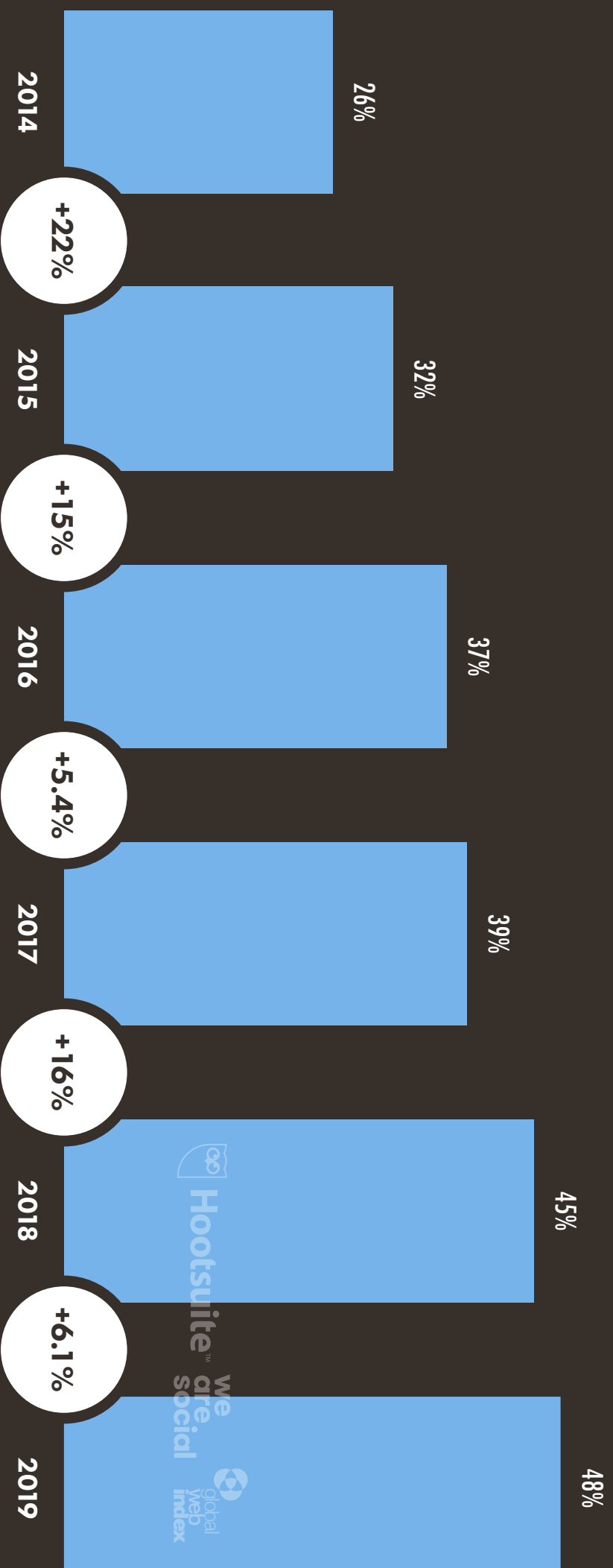
AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET ON PCS AND TABLETS (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



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MOBILE'S SHARE OF TOTAL INTERNET TIME

TIME SPENT USING THE INTERNET VIA MOBILE DEVICES AS A PERCENTAGE OF TOTAL DAILY INTERNET TIME, WITH YEAR-ON-YEAR CHANGE



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INTERNET CONNECTION SPEEDS

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISON

AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



25.08
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



+18%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



54.33
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+33%

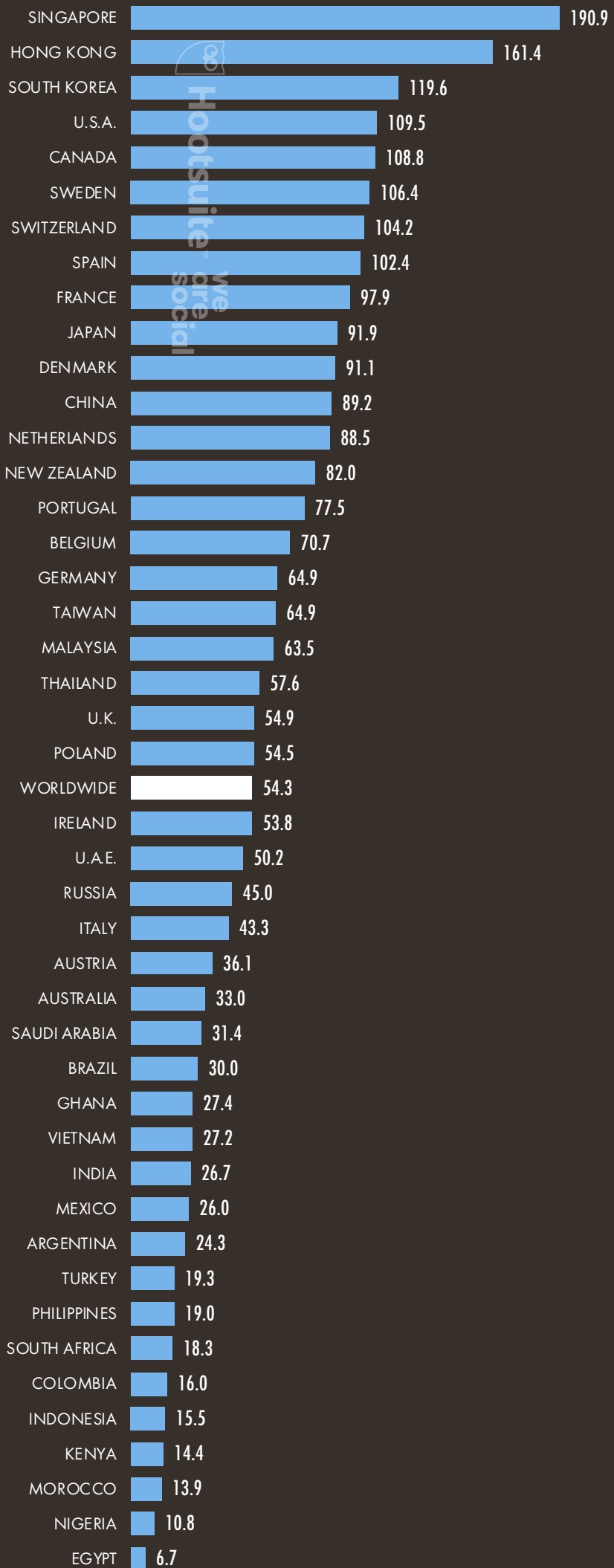
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AVERAGE FIXED INTERNET CONNECTION SPEEDS

BASED ON THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS, IN MBPS




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FIXED INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS, IN MBPS

FASTEST FIXED INTERNET CONNECTION SPEEDS *

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	SINGAPORE	190.94	+18%
02	HONG KONG	161.39	+14%
03	ICELAND	156.16	+7.2%
04	ROMANIA 	124.54	+26%
05	SOUTH KOREA	119.61	-9.7%
06	U.S.A.	109.48	+42%
07	CANADA	108.75	+56%
08	HUNGARY	108.42	+20%
09	SWEDEN	106.39	+22%
10	SWITZERLAND	104.17	+32%

SLOWEST FIXED INTERNET CONNECTION SPEEDS *

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
120	VENEZUELA	3.69	+1.1%
119	ALGERIA	3.75	+7.8%
118	EGYPT	6.74	+25%
117	LIBYA	6.83	+77%
116	LEBANON	7.18	+45%
115	NICARAGUA	7.36	+21%
114	TUNISIA	7.96	+19%
113	PAKISTAN	8.04	+31%
112	SYRIA	8.07	+17%
111	HONDURAS	8.33	+36%

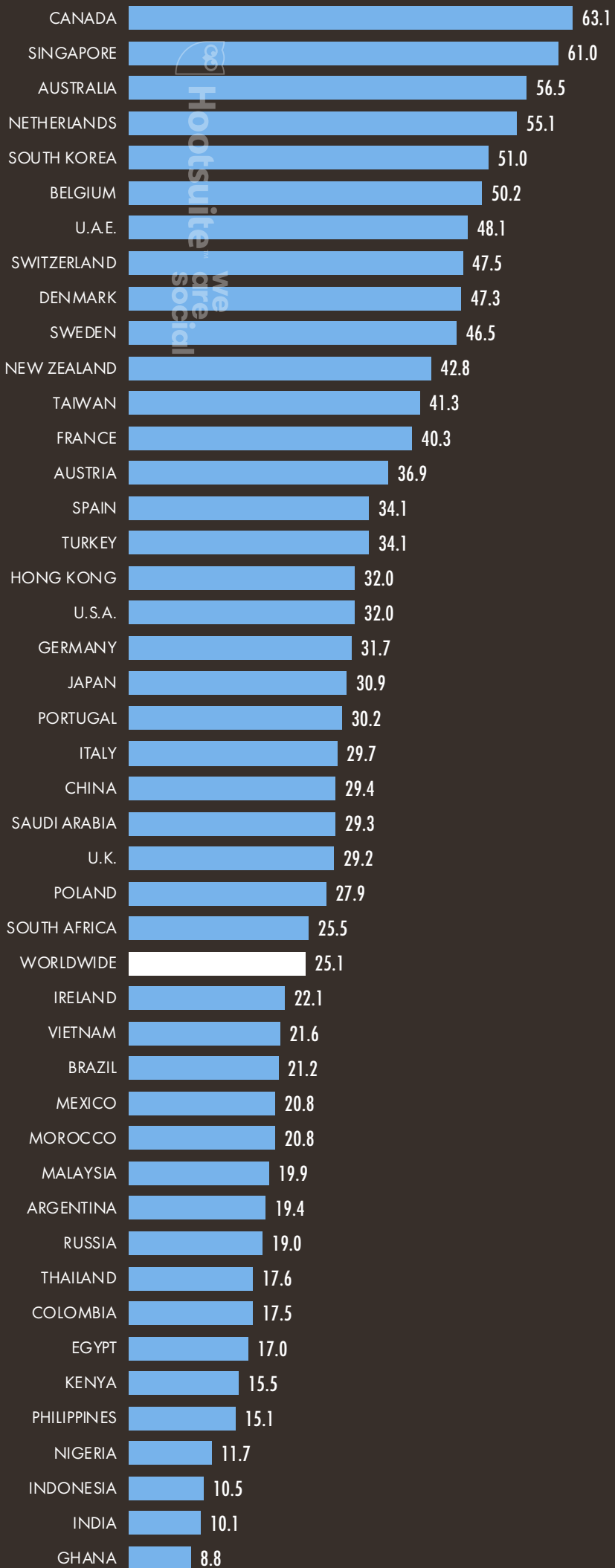
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AVERAGE MOBILE INTERNET CONNECTION SPEEDS

BASED ON THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS



50

SOURCE: OOKLA (DECEMBER 2018)

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MOBILE INTERNET CONNECTION SPEED RANKINGS

BASED ON THE AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS

FASTEST MOBILE INTERNET CONNECTION SPEEDS *

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
01	ICELAND	72.77	+45%
02	NORWAY	65.88	+7.6%
03	CANADA	63.06	+38%
04	SINGAPORE	60.95	+13%
05	QATAR	59.57	+36%
06	AUSTRALIA	56.50	+16%
07	NETHERLANDS	55.10	+1.7%
08	MALTA	52.37	-3.7%
09	SOUTH KOREA	50.98	+19%
10	BELGIUM	50.21	+13%

SLOWEST MOBILE INTERNET CONNECTION SPEEDS *

#	COUNTRY / TERRITORY	MBPS	▲ Y-O-Y
124	TAJIKISTAN	5.12	-8.2%
123	AFGHANISTAN	5.63	-16%
122	ALGERIA	5.85	-21%
121	IRAQ	6.49	+55%
120	VENEZUELA	6.62	-16%
119	PALESTINE	6.77	[N/A]
118	BOSNIA & HERZEGOVINA	7.54	+4.3%
117	GHANA	8.75	-5.2%
116	NEPAL	8.99	-15%
115	EL SALVADOR	9.02	-5.1%



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WORLD'S MOST VISITED WEBSITES (SIMILARWEB)


SIMILARWEB'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, BASED ON TOTAL GLOBAL WEBSITE TRAFFIC

#	WEBSITE	CATEGORY	TIME PER VISIT	#	WEBSITE	CATEGORY	TIME PER VISIT
01	GOOGLE.COM	SEARCH	09M 12S	11	AMAZON.COM	SHOPPING	06M 18S
02	YOUTUBE.COM	VIDEO	21M 36S	12	XVIDEOS.COM	ADULT	12M 34S
03	FACEBOOK.COM	SOCIAL	11M 44S	13	XNXX.COM	ADULT	14M 39S
04	BAIDU.COM	SEARCH	06M 53S	14	AMPPROJECT.ORG	NEWS	03M 53S
05	WIKIPEDIA.ORG	REFERENCE	03M 45S	15	LIVE.COM	EMAIL	07M 15S
06	YAHOO.COM	PORTAL	06M 26S	16	VK.COM	SOCIAL	16M 50S
07	TWITTER.COM	SOCIAL	09M 14S	17	NETFLX.COM	VIDEO	09M 14S
08	PORNHUB.COM	ADULT	10M 16S	18	QQ.COM	PORTAL	04M 00S
09	YANDEX.RU	SEARCH	10M 43S	19	MAIL.RU	PORTAL	07M 38S
10	INSTAGRAM.COM	SOCIAL	06M 25S	20	REDDIT.COM	SOCIAL	09M 13S

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WORLD'S MOST VISITED WEBSITES (ALEXA)

ALEXA'S RANKING OF THE WORLD'S MOST VISITED WEBSITES, BASED ON THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS

#	WEBSITE	TIME / DAY	PAGES / VISIT	#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54	11	TWITTER.COM	06M 23S	3.21
02	YOUTUBE.COM	08M 47S	5.02	12	SOHU.COM	04M 03S	4.09
03	FACEBOOK.COM	09M 43S	4.03	13	JD.COM	04M 57S	5.44
04	BAIDU.COM	07M 21S	5.60	14	LIVE.COM 	03M 53S	3.76
05	WIKIPEDIA.ORG	04M 15S	3.15	15	REDDIT.COM	11M 40S	7.54
06	QQ.COM	04M 00S	3.81	16	VK.COM	10M 04S	4.69
07	TAOBAO.COM	07M 55S	4.07	17	INSTAGRAM.COM	05M 47S	3.86
08	TMALL.COM	07M 27S	2.92	18	WEIBO.COM	05M 35S	4.31
09	AMAZON.COM	08M 09S	8.26	19	SINA.COM.CN	03M 09S	3.20
10	YAHOO.COM	04M 01S	3.60	20	YANDEX.RU	06M 35S	3.38

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MOST COMMON LANGUAGES FOR WEB CONTENT

BASED ON THE CONTENT OF THE WORLD'S TOP 10 MILLION WEBSITES *

#	LANGUAGE	% WEBSITES	▲ Y-O-Y	#	LANGUAGE	% WEBSITES	▲ Y-O-Y
01	ENGLISH	54.0%	5%	11	CHINESE	1.7%	-19%
02	RUSSIAN	6.1%	-12%	12	DUTCH, FLEMISH	1.2%	-8%
03	GERMAN	6.0%	7%	13	TURKISH	1.2%	-14%
04	SPANISH	4.9%	-4%	14	CZECH	1.0%	11%
05	FRENCH	4.0%	-2%	15	KOREAN	0.9%	-10%
06	JAPANESE	3.4%	-38%	16	VIETNAMESE	0.7%	17%
07	PORTUGUESE	2.9%	12%	17	ARABIC	0.6%	-14%
08	ITALIAN	2.3%	-4%	18	GREEK	0.5%	0%
09	PERSIAN	2.0%	18%	19	SWEDISH	0.5%	0%
10	POLISH	1.7%	0%	20	HUNGARIAN	0.5%	0%

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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018

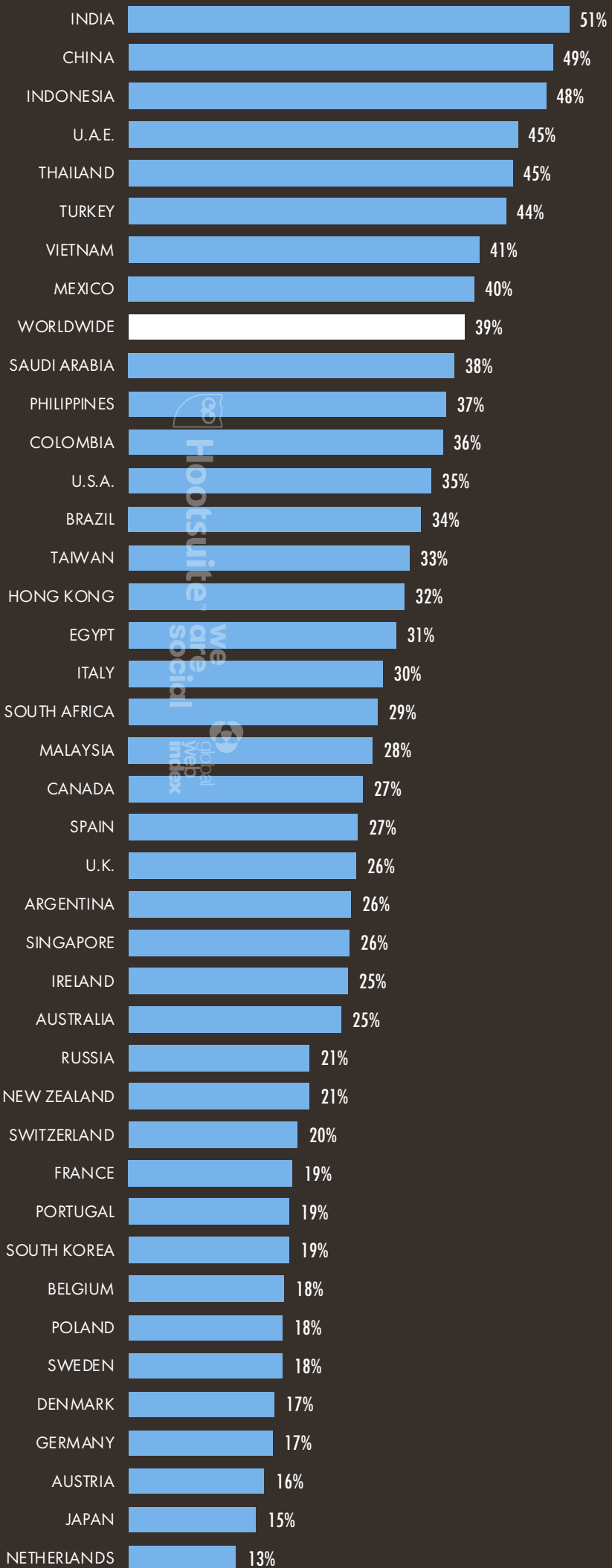
#	SEARCH QUERY	INDEX	▲ Y-O-Y
01	FACEBOOK	100	-34%
02	YOUTUBE	77	-21%
03	GOOGLE	69	-13%
04	VIDEO	57	+30%
05	YOU	43	-2%
06	WEATHER	37	+1%
07	NEWS	28	[UNCHANGED]
08	MP3	23	-15%
09	AMAZON	23	-2%
10	GMAIL	20	-25%

#	SEARCH QUERY	INDEX	▲ Y-O-Y
11	HOTMAIL	20	-34%
12	TRANSLATE	18	+5%
13	INSTAGRAM	18	+17%
14	YAHOO	14	-30%
15	FB	14	-34%
16	DR	11	+1%
17	TIEMPO	11	+34%
18	METEO	11	+31%
19	AS	10	+1%
20	WHATSAPP	10	+5%

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USE OF VOICE SEARCH & VOICE COMMANDS

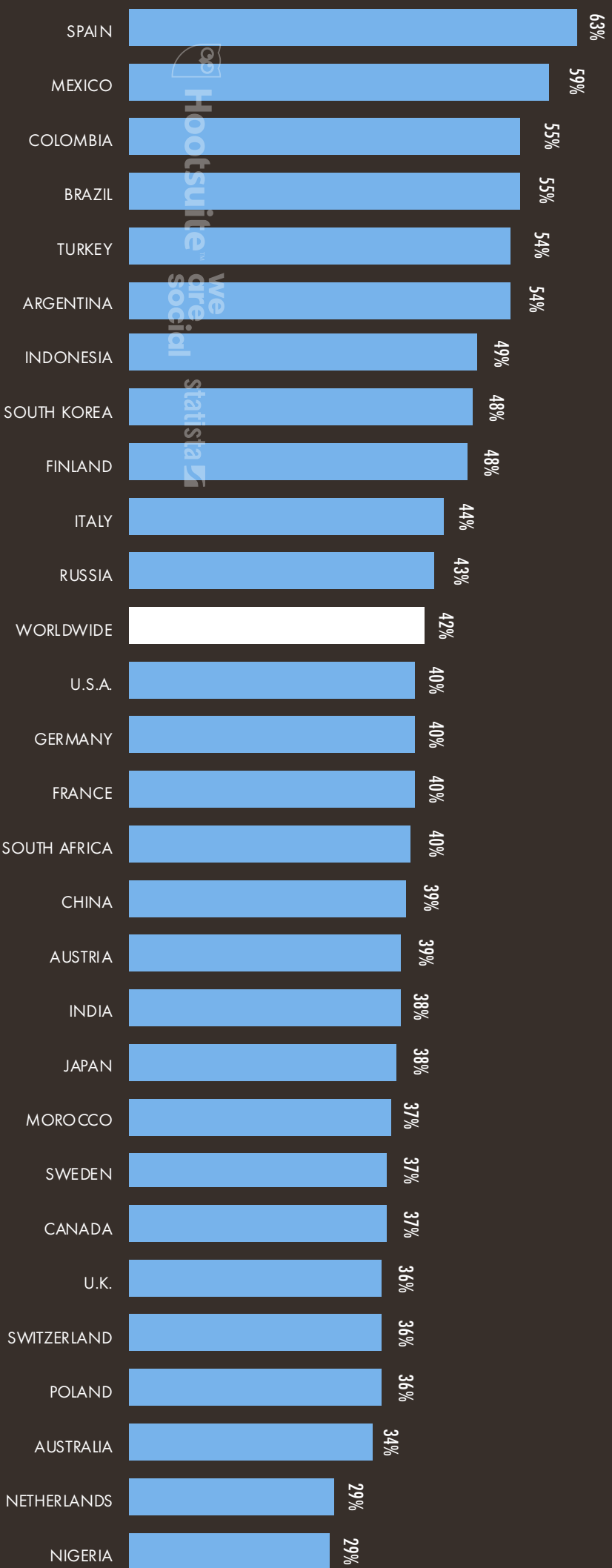
PERCENTAGE OF **INTERNET USERS** IN TOP ECONOMIES WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)



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DATA PRIVACY CONCERNS

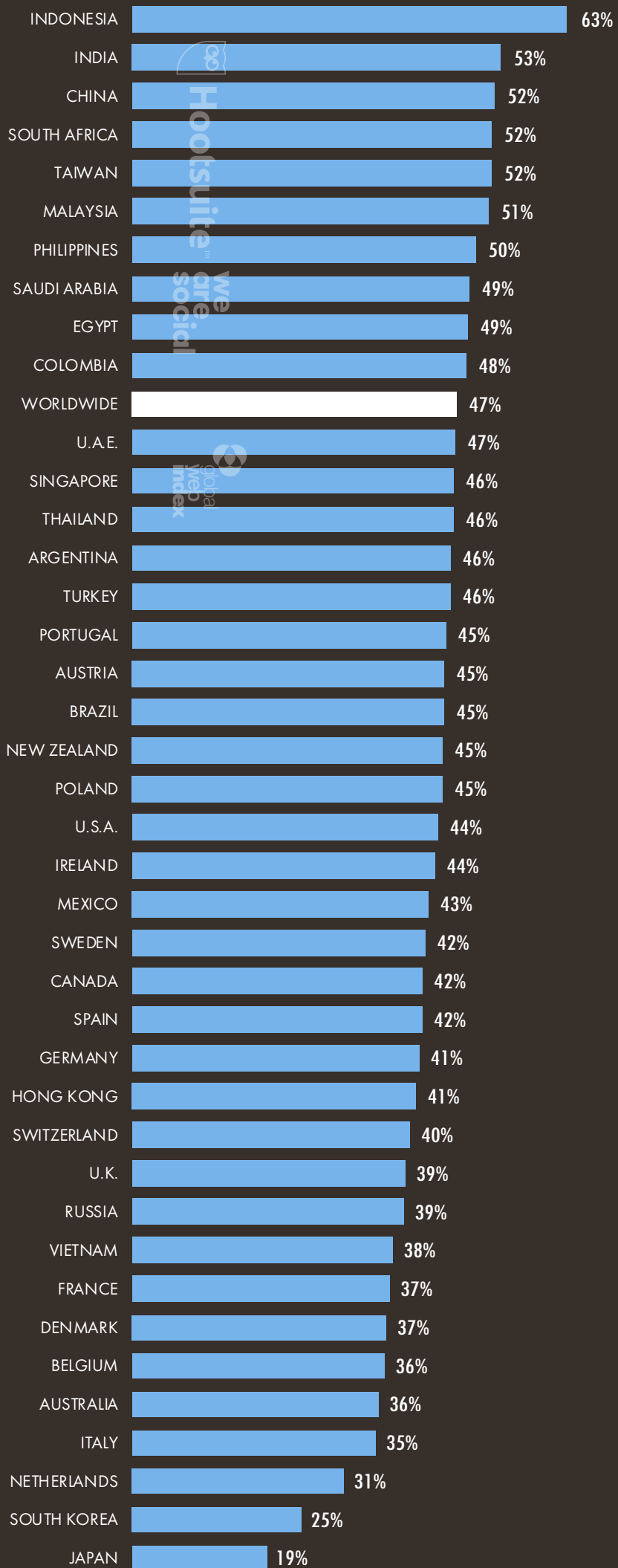
PERCENTAGE OF **INTERNET USERS** WHO BELIEVE THAT THEIR DATA IS BEING MISUSED ONLINE [SURVEY BASED]



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USE OF AD BLOCKERS

PERCENTAGE OF **INTERNET USERS** WHO USE AN AD-BLOCKING TOOL TO PREVENT THE DISPLAY OF ADVERTISING CONTENT



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CONTENT STREAMING ACTIVITIES

PERCENTAGE OF **INTERNET USERS** WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]

WATCH VIDEOS
ONLINE



92%

STREAM TV CONTENT
VIA THE INTERNET



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58%

PLAY GAMES STREAMED
LIVE VIA THE INTERNET



30%

WATCH LIVE STREAMS OF
OTHERS PLAYING GAMES



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23%

WATCH E-SPORTS
TOURNAMENTS



16%



WE ARE SOCIAL'S PERSPECTIVE: THE INTERNET IN 2019

Live content formats and new platforms are key elements of a changing landscape, with a growing desire to take a break from the internet set to shake up the battle for online attention.



THE LONG AND SHORT OF IT

Short content formats have dominated the internet and social platforms in particular. Now more platforms are taking on traditional media and getting into the long form game, both live and pre-recorded. Brands should start by understanding the role of live, long and short form content for their communities.



NEW PLATFORMS

As the dominant platforms experience some changes to their demographic reach, new platforms such as Twitch and TikTok are growing. Meanwhile, WeChat remains central to urban life in China, however platforms such as Kuaishou and Douban are showing impressive growth.



DIGITAL DETOXING

Whilst time spent on social has still increased overall, awareness of the negative mental health impacts of social media has seen the rise of 'digital detoxing'. Some users are shifting from being 'always on' their devices to more conscious, 'intentional' usage, helped by features that allow users to monitor usage. Brands will increasingly need to go beyond platform tactics, harnessing culture to ensure relevance.

Download our [Think Forward](#) report and dive into these trends and more.

HOOTSUITE'S PERSPECTIVE: INTERNET THEMES

Consumers are spending more time online. But in 2018, we saw consumers worry about the impact of these activities on their digital well-being.



PASSIVE CONTENT CONSUMPTION

In early 2018, Facebook rolled out algorithm updates. These updates limited viral videos and 'other public content' as they worried this passive media consumption would damage people's well-being and impact long-term user retention.



RETREAT TO PRIVATE SPACES

To escape noisy news feeds, consumers have flocked to private digital spaces like Stories, Facebook Groups, and messaging apps. As brands (and ads) follow them, brands risk being ignored if they fail to deliver personalized content that connects on a human level.



RENEWING CUSTOMER COMMUNITIES

Facebook's shift towards content that creates meaningful connections rather than passive consumption is a loud warning to brands. We need to work harder to create content that's important, interesting, and timely to build deeper customer relationships, rather than filling endless content calendars.

[Click here](#) to watch advanced videos from Hootsuite's **Future of Social** series including sessions by Simon Kemp and Hootsuite CMO Penny Wilson.



GLOBAL SOCIAL MEDIA USE

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SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS IN EACH COUNTRY / TERRITORY

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



3.484
BILLION

45%

3.256
BILLION

42%

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SOCIAL MEDIA PENETRATION BY REGION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



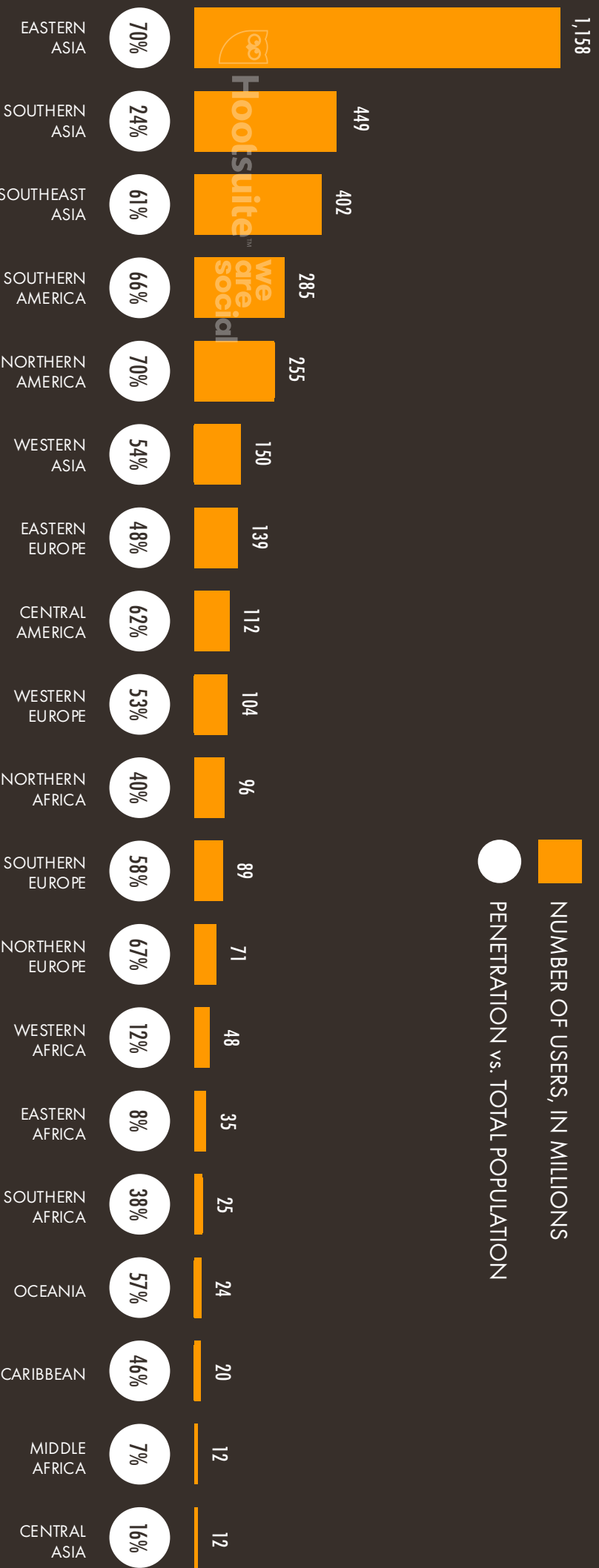
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SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAIE; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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SOCIAL MEDIA USE: REGIONAL OVERVIEW

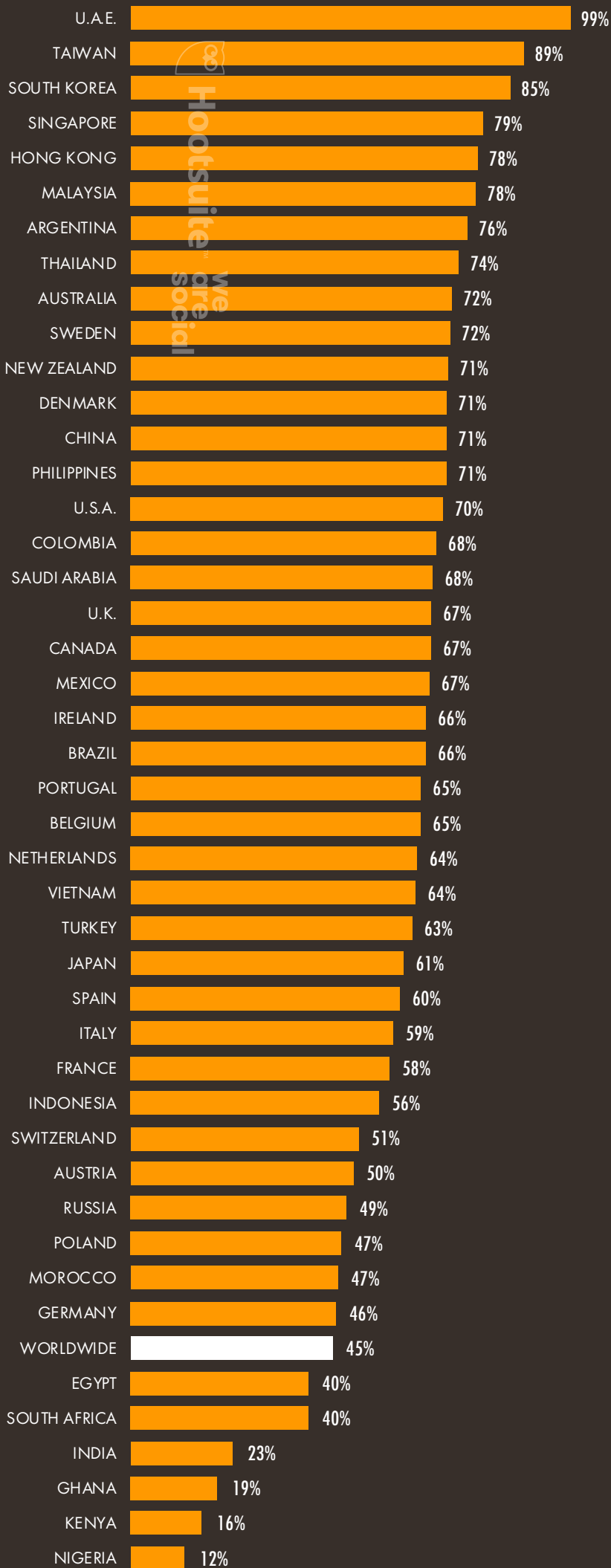
MONTHLY ACTIVE SOCIAL MEDIA USERS (IN MILLIONS), AND SOCIAL MEDIA PENETRATION, BY REGION



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SOCIAL MEDIA PENETRATION IN 2019

BASED ON ACTIVE USERS OF THE TOP SOCIAL NETWORKS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



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SOCIAL MEDIA PENETRATION RANKING

BASED ON SOCIAL MEDIA PENETRATION IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

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#	HIGHEST PENETRATION	%	NO. OF USERS
01 =	QATAR	99%	2,692,181
01 =	U.A.E.	99%	9,515,733
03	BRUNEI	94%	410,000
04	KUWAIT	92%	3,900,000
05	CAYMAN IS.	89%	56,000
06	TAIWAN	89%	21,000,000
07	MALTA	88%	380,000
08	SOUTH KOREA	85%	43,662,000
09	CYPRUS	84%	1,000,000
10	MALDIVES	83%	370,000

#	LOWEST PENETRATION	%	NO. OF USERS
216	NORTH KOREA	0.06%	16,000
215	TURKMENISTAN	0.7%	42,000
214	CHAD	0.8%	130,000
213	ERITREA	1.1%	56,000
212	SOUTH SUDAN	1.8%	230,000
211	NIGER	2.1%	480,000
210	CENTRAL AFRICAN REP.	2.3%	110,000
209	MALAWI	2.8%	540,000
208	DEM. REP. OF CONGO	3.2%	2,700,000
207	BURUNDI	4.1%	470,000

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SOCIAL MEDIA PENETRATION OF ELIGIBLE POPULATION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO POPULATION AGED 13+

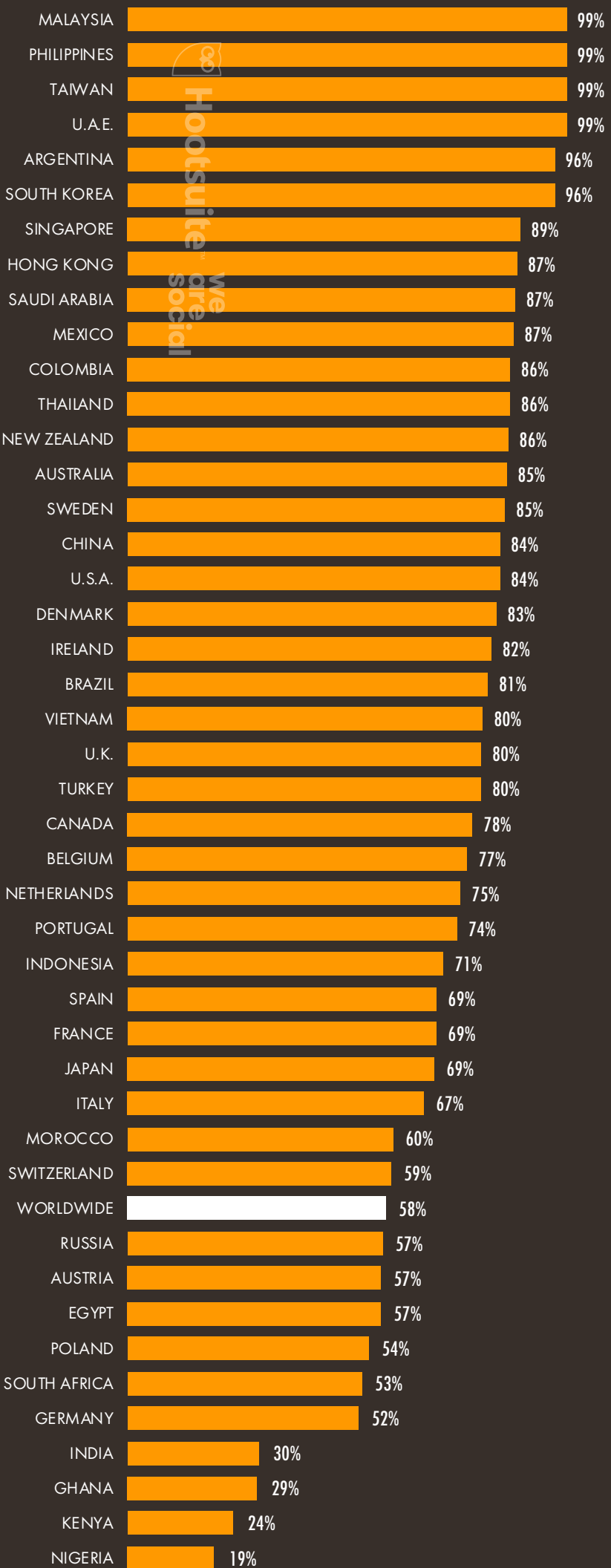


SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON ADULT POPULATIONS AGED 13 AND ABOVE. **ADVISORY:** ELIGIBLE PENETRATION FIGURES HAVE BEEN CAPPED AT 99%, BUT IN SOME COUNTRIES / TERRITORIES, THE FIGURES REPORTED BY INDIVIDUAL PLATFORMS EXCEED THE TOTAL ELIGIBLE POPULATION.

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SOCIAL MEDIA PENETRATION OF ELIGIBLE POPULATION

BASED ON MONTHLY ACTIVE USERS OF THE TOP SOCIAL NETWORKS IN EACH COUNTRY, COMPARED TO TOTAL POPULATION AGED 13+



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SOCIAL MEDIA: 'ELIGIBLE PENETRATION' RANKING

BASED ON SOCIAL MEDIA PENETRATION OF ADULT POPULATIONS AGED 13+ IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST PENETRATION	%	NO. OF USERS	#	HIGHEST PENETRATION	%	NO. OF USERS
01 =	BRUNEI	99%	410,000	01 =	TAIWAN	99%	21,000,000
01 =	CAYMAN IS.	99%	56,000	01 =	U.A.E.	99%	9,515,733
01 =	GUAM	99%	130,000	13	ISRAEL	99%	6,400,000
01 =	ICELAND	99%	280,000	14	CYPRUS	97%	1,000,000
01 =	KUWAIT	99%	3,900,000	15	BAHRAIN	97%	1,300,000
01 =	MALAYSIA	99%	25,000,000	16	CURAÇAO	97%	130,000
01 =	MALDIVES	99%	370,000	17	ARGENTINA	96%	34,000,000
01 =	MALTA	99%	380,000	18	SOUTH KOREA	96%	43,662,000
01 =	PHILIPPINES	99%	76,000,000	19	ARUBA	95%	85,000
01 =	QATAR	99%	2,692,181	20	PERU	94%	24,000,000

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON ADULT POPULATIONS AGED 13 AND ABOVE. **ADVISORY:** 'ELIGIBLE PENETRATION' FIGURES HAVE BEEN CAPPED AT 99%, BUT IN SOME COUNTRIES / TERRITORIES, THE FIGURES REPORTED BY INDIVIDUAL PLATFORMS EXCEED THE TOTAL ELIGIBLE POPULATION.

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SOCIAL MEDIA GROWTH RANKINGS: ABSOLUTE

BASED ON THE YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE INCREASE	▲ USERS	▲ %	#	ABSOLUTE INCREASE	▲ USERS	▲ %
01	CHINA	+95,325,000	+10%	09=	SOUTH AFRICA	+5,000,000	+28%
02	INDIA	+60,000,000	+24%	12=	BANGLADESH	+4,000,000	+13%
03	INDONESIA	+20,000,000	+15%	12=	UKRAINE	+4,000,000	+31%
04	BRAZIL	+10,000,000	+8%	14=	COLOMBIA	+3,000,000	+10%
05	PHILIPPINES	+9,000,000	+13%	14=	MYANMAR	+3,000,000	+17%
06=	IRAN	+7,000,000	+18%	16	ETHIOPIA	+2,300,000	+61%
06=	JAPAN	+7,000,000	+10%	17	RUSSIAN FEDERATION	+2,206,700	+3%
06=	VIETNAM	+7,000,000	+13%	18	CUBA	+2,075,578	+47%
09=	MEXICO	+5,000,000	+6%	19=	ALGERIA	+2,000,000	+10%
09=	NIGERIA	+5,000,000	+26%	19=	PAKISTAN	+2,000,000	+6%

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SOCIAL MEDIA GROWTH RANKINGS: RELATIVE

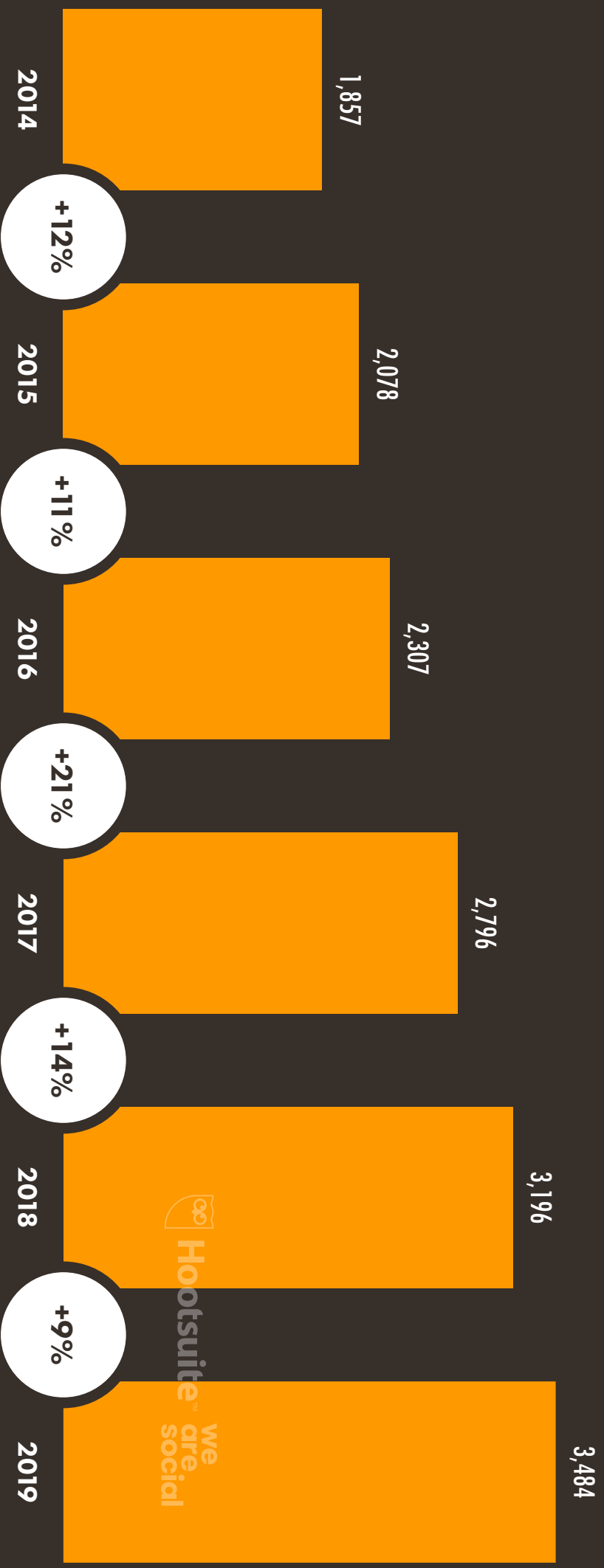
BASED ON THE YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	PERCENTAGE CHANGE	▲ %	▲ USERS	#	PERCENTAGE CHANGE	▲ %	▲ USERS
01	WESTERN SAHARA	+364%	+102,000	11=	COMOROS	+31%	+40,000
02	ETHIOPIA	+61%	+2,300,000	11=	UKRAINE	+31%	+4,000,000
03	UZBEKISTAN	+54%	+700,000	13	VANUATU	+30%	+21,000
04	CUBA	+47%	+2,075,578	14	ANGOLA	+30%	+800,000
05	U.S. VIRGIN IS.	+46%	+11,000	15	ZAMBIA	+29%	+500,000
06	TAJIKISTAN	+42%	+130,000	16	SIERRA LEONE	+29%	+140,000
07	BURKINA FASO	+41%	+380,000	17	SOUTH AFRICA	+28%	+5,000,000
08	KYRGYZSTAN	+38%	+500,000	18	TURKMENISTAN	+27%	+9,000
09	BURUNDI	+38%	+130,000	19=	MADAGASCAR	+26%	+500,000
10	TIMOR-LESTE	+37%	+150,000	19=	NIGERIA	+26%	+5,000,000

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SOCIAL MEDIA USERS OVER TIME

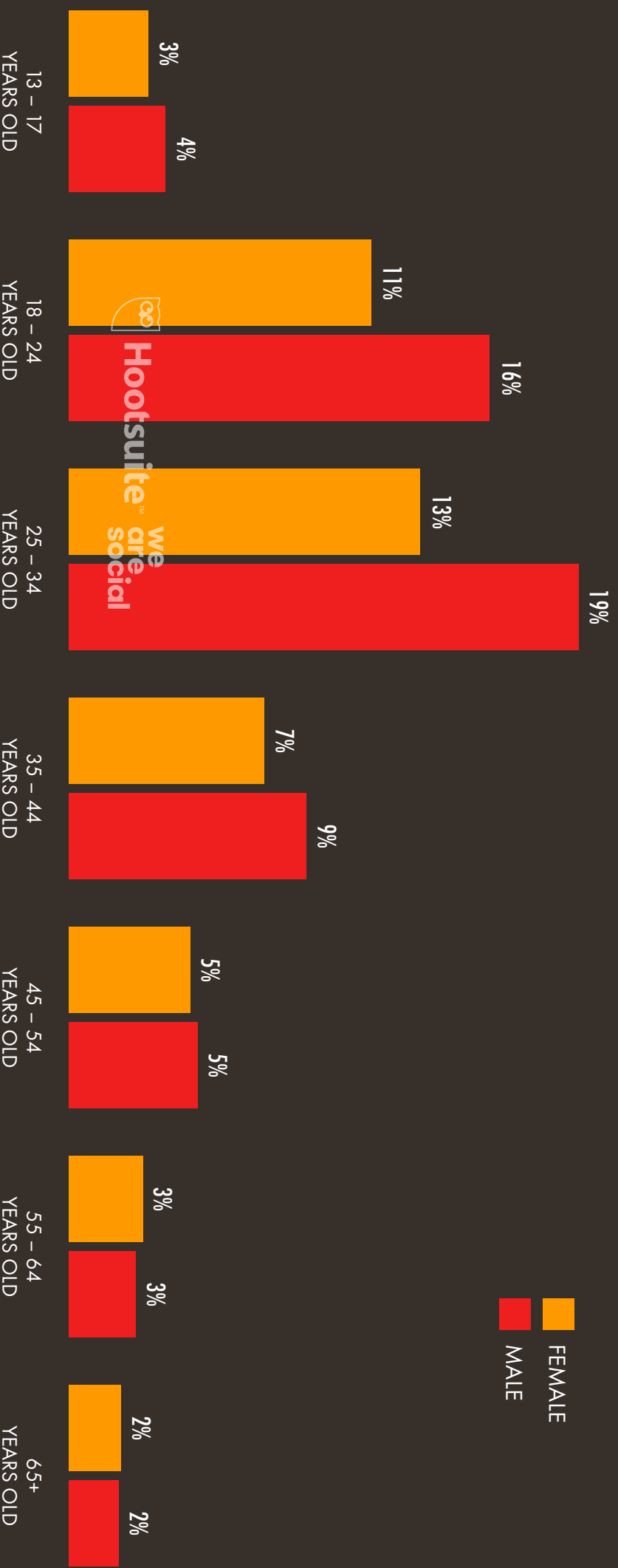
NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



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SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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SOCIAL MEDIA GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN SOCIAL MEDIA AUDIENCES

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	UKRAINE	57%	9,400,000
02	MICRONESIA	57%	13,000
03	MOLDOVA	56%	660,000
04	VENEZUELA	56%	7,300,000
05=	FRENCH POLYNESIA	56%	100,000
05=	KAZAKHSTAN	56%	4,000,000
07	HONG KONG	55%	3,100,000
08	AMERICAN SAMOA	55%	16,000
09	LATVIA	55%	540,000
10	KIRIBATI	55%	17,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	85%	2,000,000
02	AFGHANISTAN	84%	3,200,000
03	CHAD	83%	110,000
04	NIGER	81%	390,000
05	SOUTH SUDAN	79%	180,000
06	PAKISTAN	79%	29,000,000
07	INDIA	77%	240,000,000
08	TAJIKISTAN	77%	340,000
09	QATAR	76%	2,300,000
10	MALI	75%	1,200,000

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SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]

VISITED OR USED A SOCIAL
NETWORK OR MESSAGING
SERVICE IN THE PAST MONTH



ACTIVELY ENGAGED WITH
OR CONTRIBUTED TO SOCIAL
MEDIA IN THE PAST MONTH



AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER *



PERCENTAGE OF INTERNET
USERS WHO USE SOCIAL
MEDIA FOR WORK PURPOSES



98%

83%

2H 16M

8.9

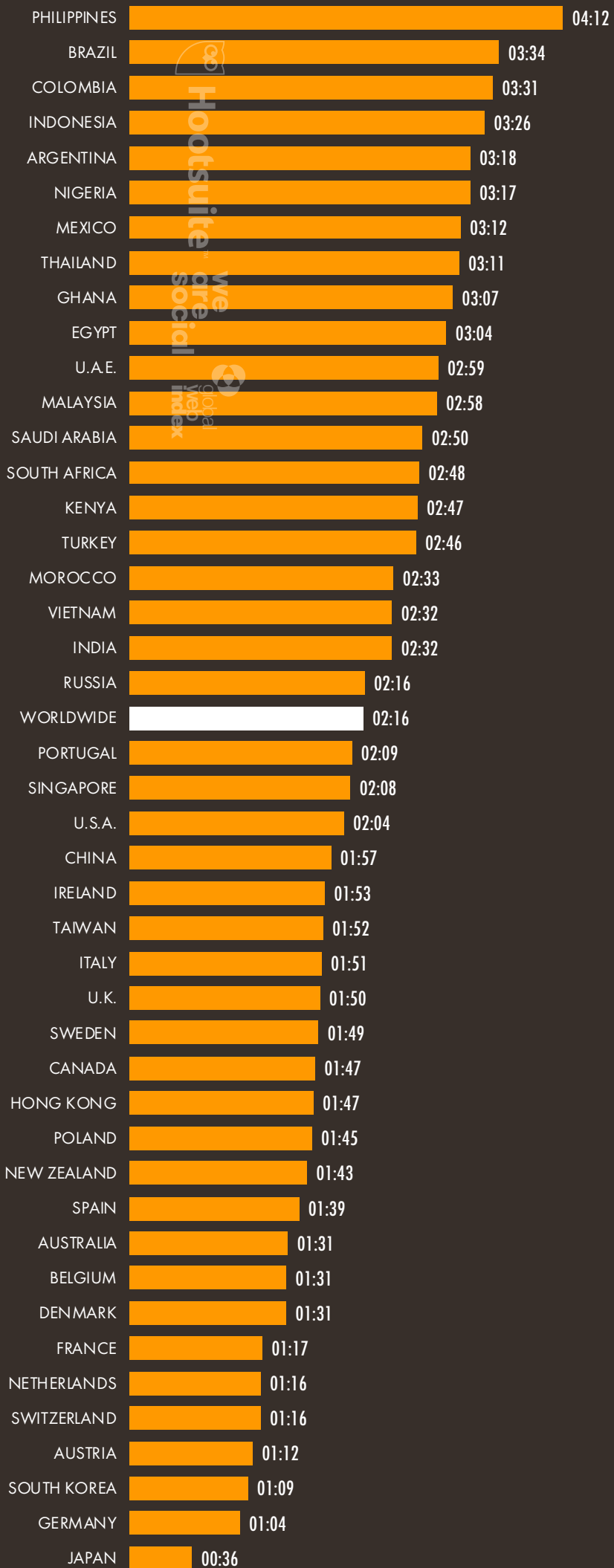
24%



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TIME PER DAY SPENT USING SOCIAL MEDIA

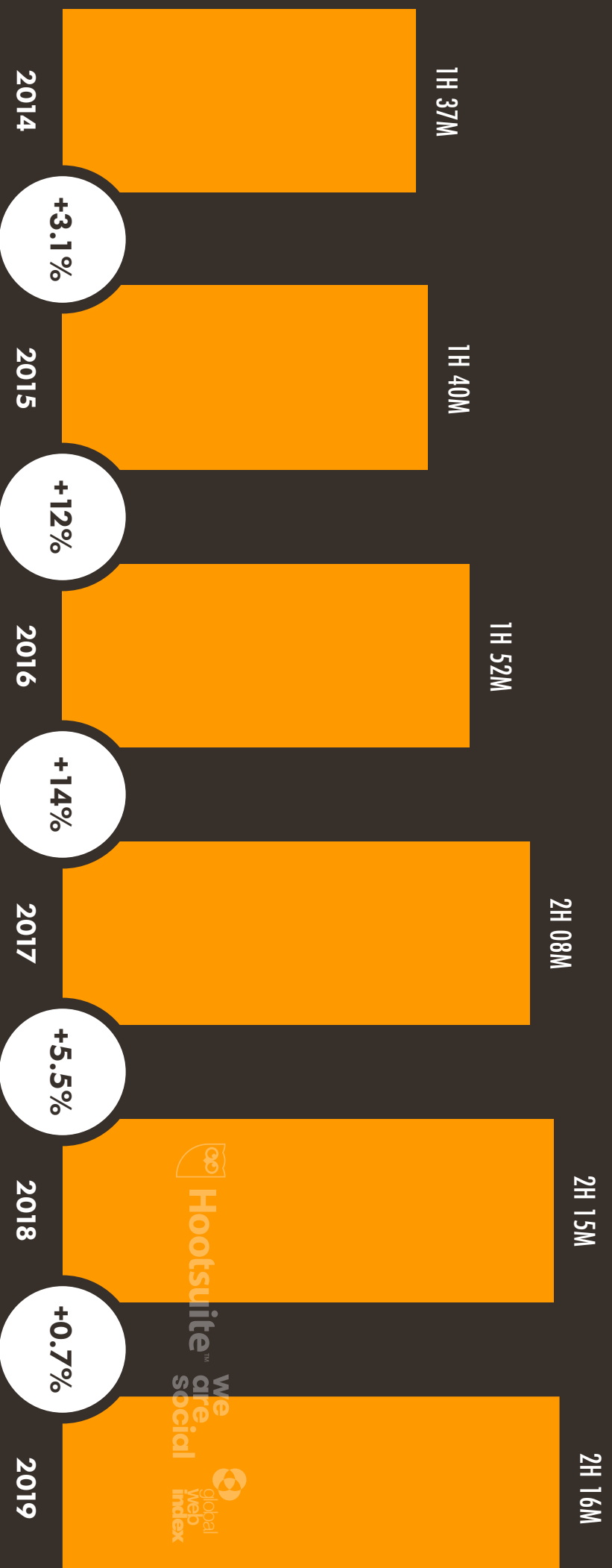
AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]



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EVOLUTION OF TIME PER DAY SPENT USING SOCIAL

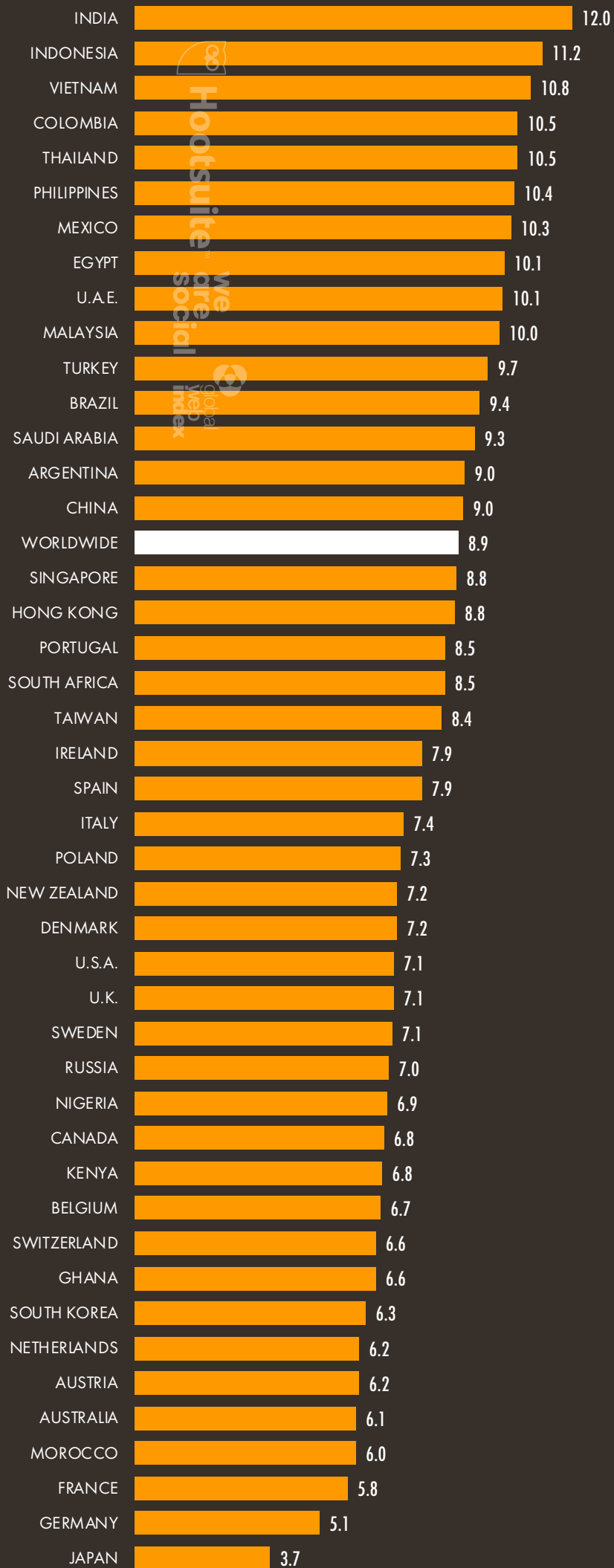
AVERAGE AMOUNT OF TIME SPENT PER DAY USING SOCIAL MEDIA (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE



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AVERAGE NUMBER OF SOCIAL ACCOUNTS PER PERSON

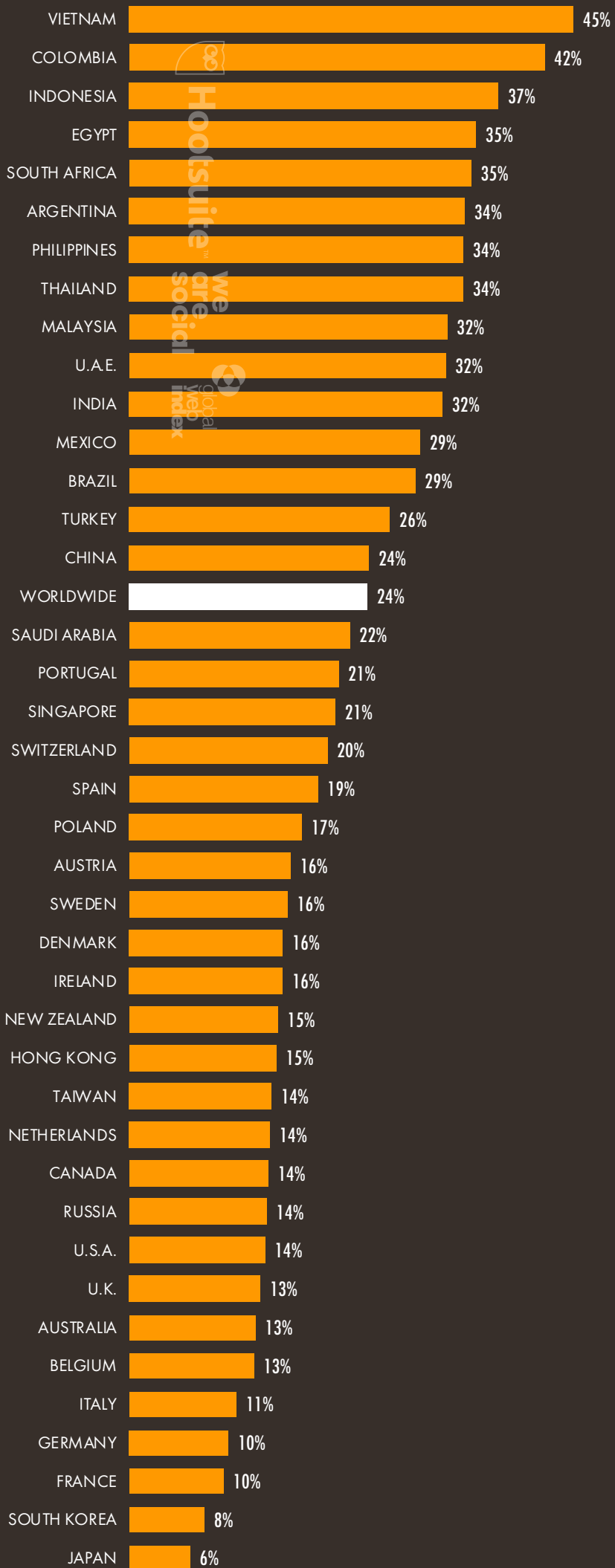
BASED ON INTERNET USERS' MEMBERSHIP (BUT NOT NECESSARILY ACTIVE USE) OF SOCIAL MEDIA PLATFORMS [SURVEY BASED]



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INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK

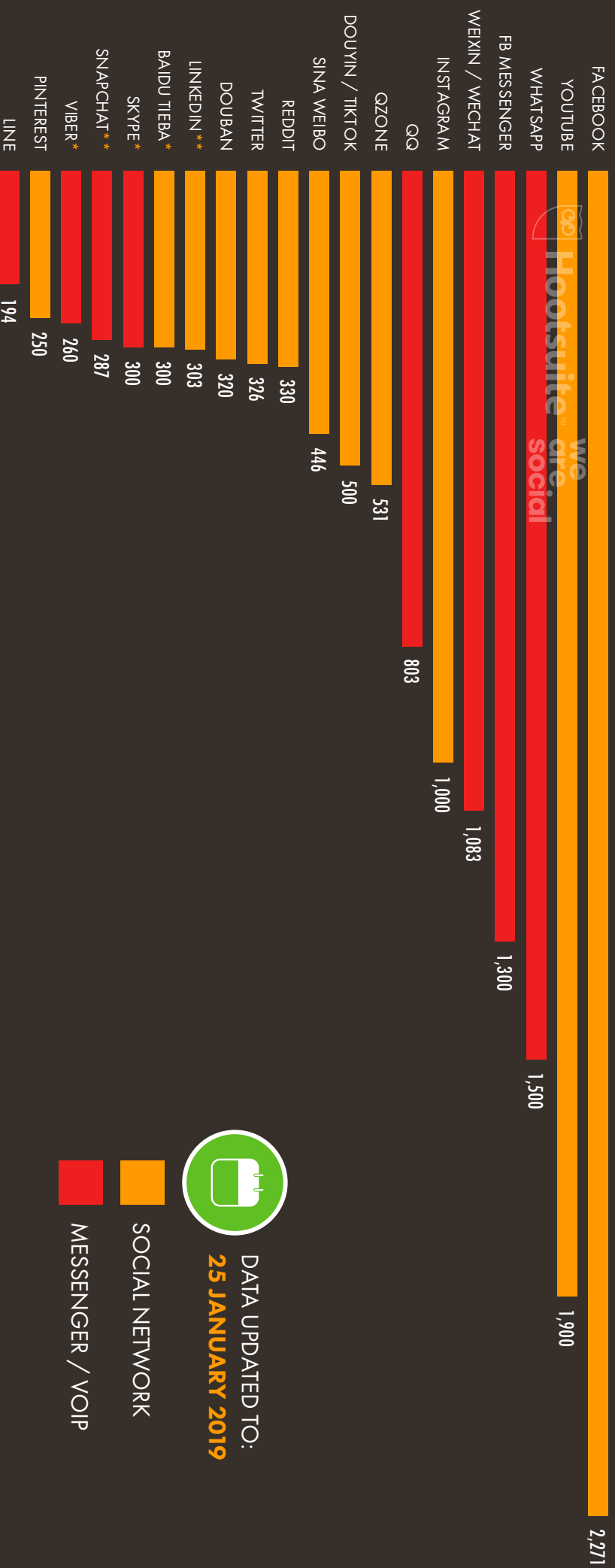
PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



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SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



DATA UPDATED TO:
25 JANUARY 2019



SOCIAL NETWORK



MESSENGER / VOIP



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CHANGE IN ACTIVE USERS BY SOCIAL PLATFORM

QUARTER-ON-QUARTER CHANGE IN THE NUMBER OF ACTIVE USERS * REPORTED BY EACH SOCIAL PLATFORM

FACEBOOK



+1.7%

+37 MILLION

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WECHAT



+2.3%

+25 MILLION

we
are.
social

INSTAGRAM



+4.4%

+38 MILLION

we
are.
social

QQ



-0.1%

-600 THOUSAND

SINA WEIBO



+3.5%

+15 MILLION

we
are.
social

TWITTER



-2.7%

-9 MILLION

we
are.
social

SNAPCHAT



-12%

-41 MILLION

we
are.
social

LINE *



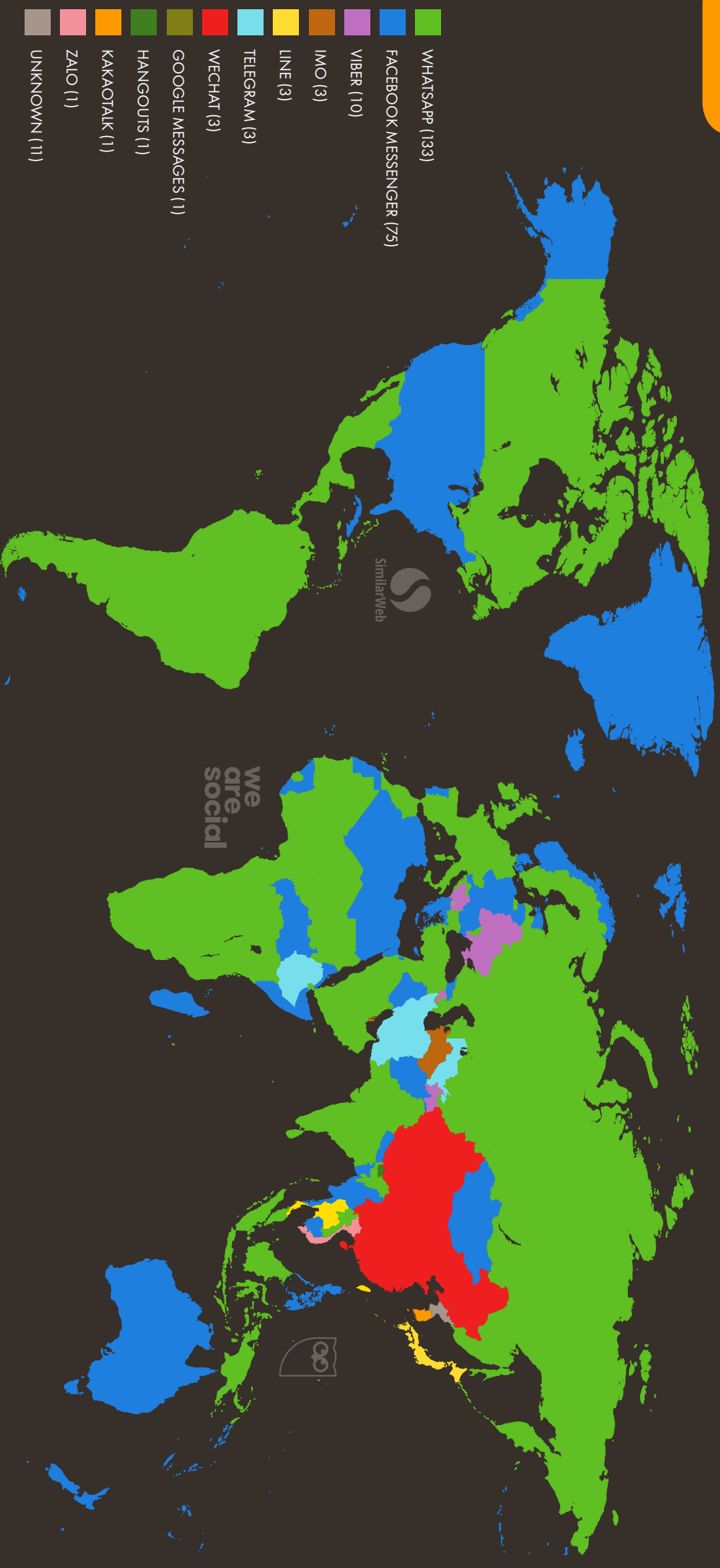
+0.6%

+1 MILLION

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TOP SOCIAL MESSENGERS AROUND THE WORLD

THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



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SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS



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SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). ***NOTE:** FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. **ADVISORY:** FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.



GLOBAL FACEBOOK USE

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FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

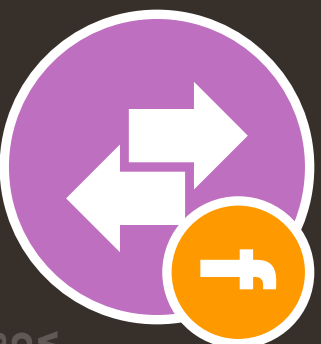
NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON FACEBOOK



QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



2.121
BILLION

35%

+0.9%

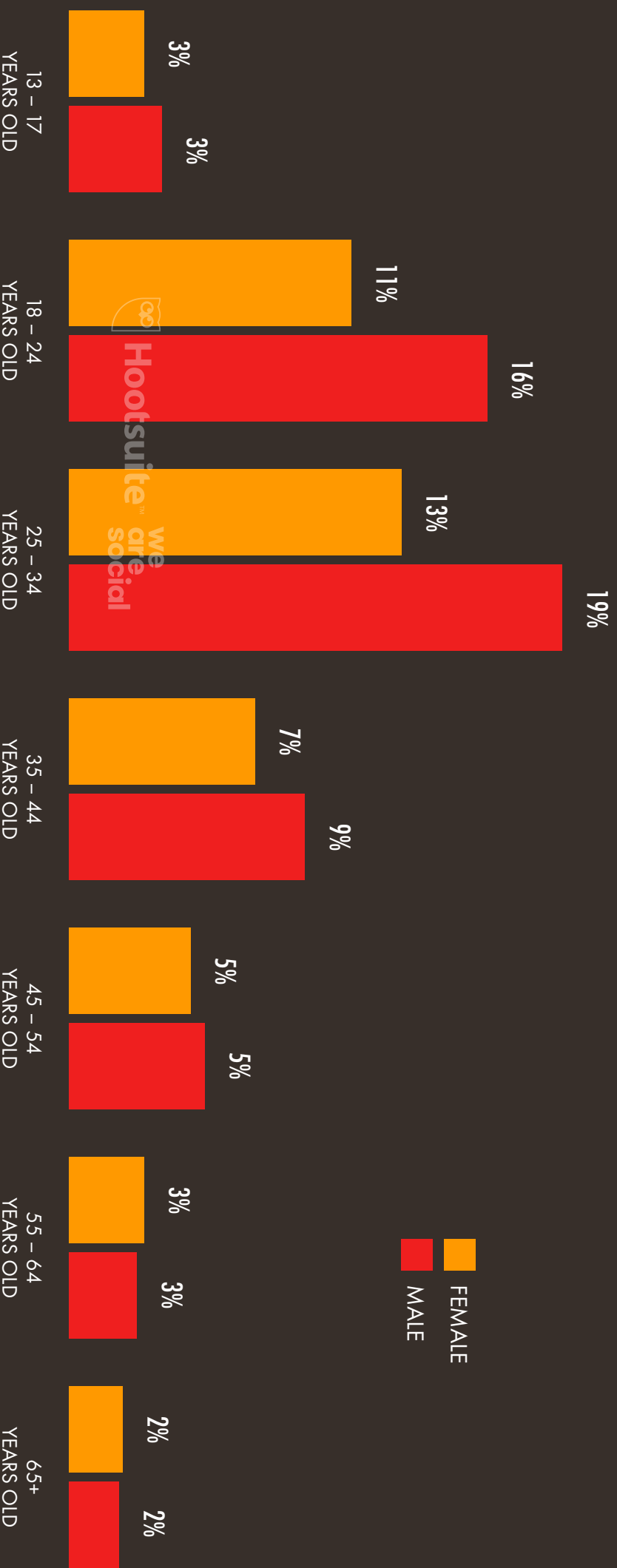
43%

57%

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FACEBOOK AUDIENCE PROFILE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FACEBOOK DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE FACEBOOK PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE FACEBOOK USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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FACEBOOK'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON FACEBOOK, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	134,000,000	60,000,000	3%	74,000,000	3%
18-24	570,000,000	230,000,000	11%	340,000,000	16%
25-34	670,000,000	270,000,000	13%	400,000,000	19%
35-44	340,000,000	150,000,000	7%	190,000,000	9%
45-54	207,000,000	97,000,000	5%	110,000,000	5%
55-64	116,000,000	60,000,000	3%	56,000,000	3%
65+	84,000,000	43,000,000	2%	41,000,000	2%
TOTAL	2,121,000,000	910,000,000	43%	1,211,000,000	57%

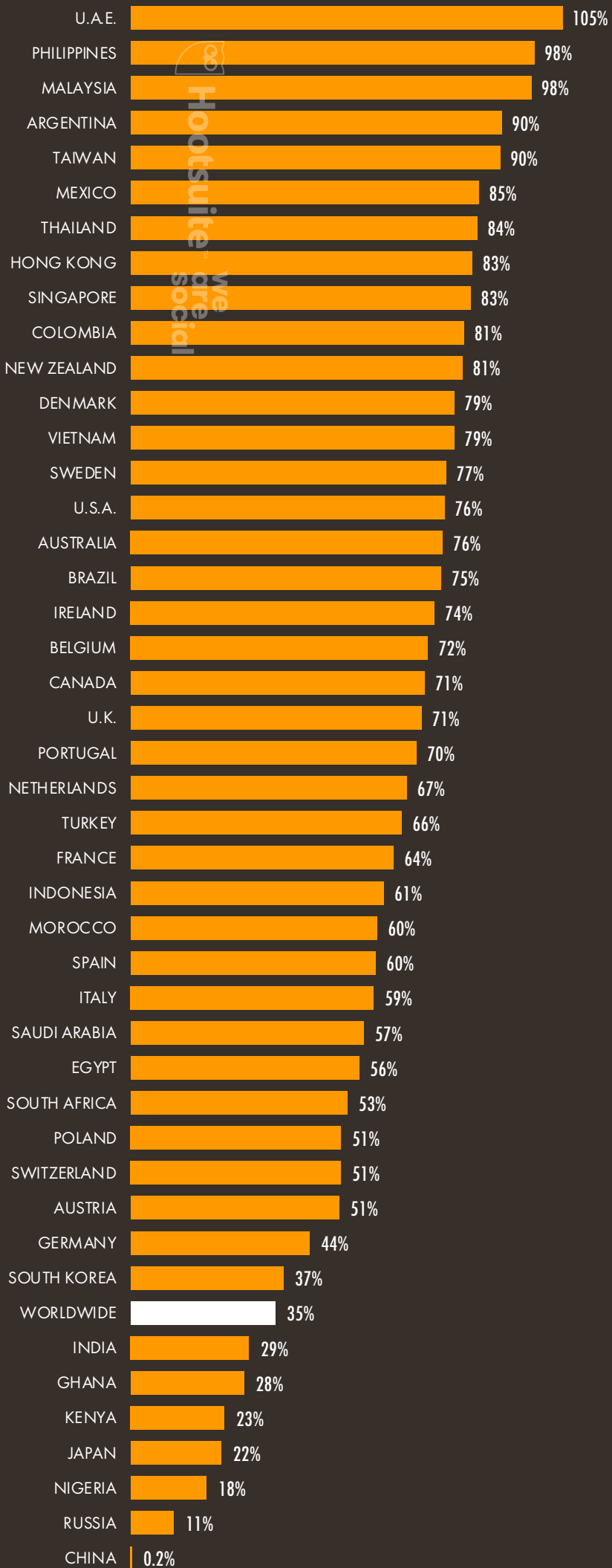
we
are:
social

SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FACEBOOK DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE FACEBOOK PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE FACEBOOK USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

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FACEBOOK AUDIENCE: ELIGIBLE PENETRATION

FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



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FACEBOOK REACH RANKINGS

BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	INDIA	300,000,000	+3.4%	+10,000,000
02	U.S.A.	210,000,000	0%	[UNCHANGED]
03=	BRAZIL	130,000,000	0%	[UNCHANGED]
03=	INDONESIA	130,000,000	0%	[UNCHANGED]
05	MEXICO	86,000,000	+1.2%	+1,000,000
06	PHILIPPINES	75,000,000	+2.7%	+2,000,000
07	VIETNAM	61,000,000	0%	[UNCHANGED]
08	THAILAND	50,000,000	-2.0%	-1,000,000
09	TURKEY	43,000,000	-2.3%	-1,000,000
10	U.K.	40,000,000	0%	[UNCHANGED]

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
11	EGYPT	39,000,000	0%	[UNCHANGED]
12	PAKISTAN	36,000,000	0%	[UNCHANGED]
13	FRANCE	35,000,000	+2.9%	+1,000,000
14	BANGLADESH	33,000,000	+3.1%	+1,000,000
15=	ARGENTINA	32,000,000	0%	[UNCHANGED]
15=	COLOMBIA	32,000,000	0%	[UNCHANGED]
15=	GERMANY	32,000,000	0%	[UNCHANGED]
18	ITALY	31,000,000	0%	[UNCHANGED]
19	JAPAN	25,000,000	0%	[UNCHANGED]
20	MALAYSIA	24,000,000	+4.3%	+1,000,000

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FACEBOOK ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF FACEBOOK ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 13+

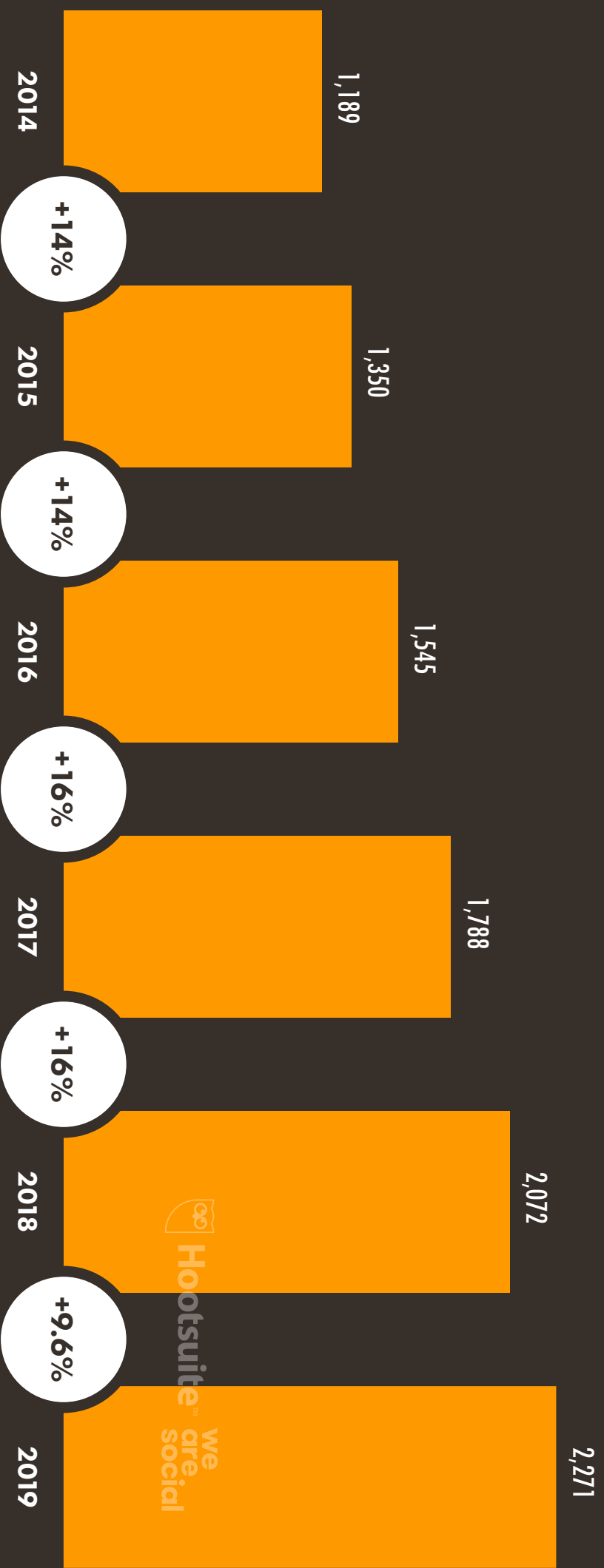
#	COUNTRY	% 13+	REACH	▲ QOQ	#	COUNTRY	% 13+	REACH	▲ QOQ
01	QATAR	112%	2,700,000	0%	11	ICELAND	93%	260,000	-3.7%
02	U.A.E.	105%	8,800,000	0%	12	MONGOLIA	92%	2,200,000	+4.8%
03	BRUNEI	100%	350,000	0%	13	ECUADOR	92%	12,000,000	0%
04	PHILIPPINES	98%	75,000,000	+2.7%	14	KUWAIT	91%	3,000,000	0%
05	MALTA	98%	370,000	0%	15	ISRAEL	91%	5,900,000	-4.8%
06	MALAYSIA	98%	24,000,000	+4.3%	16	ARGENTINA	90%	32,000,000	0%
07	MALDIVES	97%	350,000	0%	17	ARUBA	90%	81,000	+37.3%
08	GUAM	95%	120,000	0%	18	CYPRUS	90%	930,000	+3.3%
09	PERU	94%	24,000,000	+4.3%	19	TAIWAN	90%	19,000,000	0%
10	CAYMAN IS.	94%	50,000	0%	20	CURAÇAO	89%	120,000	0%

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FACEBOOK MONTHLY ACTIVE USERS OVER TIME

THE NUMBER OF PEOPLE* USING FACEBOOK AROUND THE WORLD EACH YEAR (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE

NOTE: THESE FIGURES REPRESENT THE TOTAL ACTIVE FACEBOOK USER BASE*, NOT THE ADVERTISING AUDIENCE THAT WE REFERENCE ELSEWHERE IN THIS REPORT



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FACEBOOK AUDIENCE: LARGEST INCREASES

BASED ON THE QUARTERLY CHANGE IN FACEBOOK ADVERTISING REACH IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE INCREASE	▲ USERS	▲ %	#	RELATIVE INCREASE	▲ %	▲ USERS
01	INDIA	+10,000,000	+3.4%	01	SAMOA	+164%	+41,000
02	PHILIPPINES	+2,000,000	+2.7%	02	EQUATORIAL GUINEA	+71%	+27,000
03=	BANGLADESH	+1,000,000	+3.1%	03	KIRIBATI	+53%	+10,000
03=	FRANCE	+1,000,000	+2.9%	04	ARUBA	+37%	+22,000
03=	MALAYSIA	+1,000,000	+4.3%	05	WESTERN SAHARA	+35%	+34,000
03=	MEXICO	+1,000,000	+1.2%	06	PALESTINE	+20%	+300,000
03=	NIGERIA	+1,000,000	+4.5%	07	JERSEY	+16%	+9,000
03=	PERU	+1,000,000	+4.3%	08	ANGOLA	+13%	+400,000
03=	SOUTH AFRICA	+1,000,000	+4.5%	09	TONGA	+12%	+7,000
03=	UKRAINE	+1,000,000	+8.3%	10	KYRGYZSTAN	+11%	+70,000

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FACEBOOK AUDIENCE: LARGEST DECREASES

BASED ON THE QUARTERLY CHANGE IN FACEBOOK ADVERTISING REACH IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE DECREASE	▲ USERS	▲ %	#	RELATIVE DECREASE	▲ %	▲ USERS
01 =	TURKEY	-1,000,000	-2.3%	01	UZBEKISTAN	-13.2%	-130,000
01 =	THAILAND	-1,000,000	-2.0%	02	CHINA	-12.1%	-400,000
01 =	SAUDI ARABIA	-1,000,000	-6.3%	03	TURKMENISTAN	-8.7%	-2,000
01 =	RUSSIAN FEDERATION	-1,000,000	-7.1%	04	RUSSIAN FEDERATION	-7.1%	-1,000,000
05	CHINA	-400,000	-12%	05	SAUDI ARABIA	-6.3%	-1,000,000
06	ISRAEL	-300,000	-4.8%	06	NIGER	-6.1%	-30,000
07 =	TANZANIA	-200,000	-4.4%	07	PAPUA NEW GUINEA	-6.1%	-50,000
07 =	CÔTE D'IVOIRE	-200,000	-4.1%	08	KOSOVO	-6.0%	-50,000
09	UZBEKISTAN	-130,000	-13%	09	MONTENEGRO	-5.7%	-20,000
10	YEMEN	-100,000	-4.3%	10	OMAN	-5.3%	-100,000

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FACEBOOK GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN FACEBOOK'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	UKRAINE	59%	7,700,000
02	TRANSNISTRIA	57%	24,000
03	BELARUS	57%	580,000
04	MOLDOVA	56%	580,000
05	LATVIA	56%	500,000
06	FRENCH POLYNESIA	55%	97,000
07	VENEZUELA	55%	6,800,000
08=	AMERICAN SAMOA	55%	16,000
08=	KIRIBATI	55%	16,000
10	ESTONIA	55%	380,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	86%	1,900,000
02	CHAD	85%	110,000
03	AFGHANISTAN	84%	3,100,000
04	NIGER	82%	380,000
05	PAKISTAN	79%	29,000,000
06	SOUTH SUDAN	79%	180,000
07	OMAN	78%	1,400,000
08=	INDIA	78%	230,000,000
08=	SAUDI ARABIA	78%	12,000,000
10	QATAR	77%	2,100,000

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SHARE OF FACEBOOK USE BY DEVICE

BASED ON THE SIZE OF THE FACEBOOK ADVERTISING AUDIENCE FOR EACH DEVICE

SMARTPHONES
& TABLETS



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social

LAPTOPS &
DESKTOPS



FEATURE
PHONES



TABLET
DEVICES



96%

ACTIVE USER ACCOUNTS:

2,240 MILLION

25%

ACTIVE USER ACCOUNTS:

580 MILLION

1.2%

ACTIVE USER ACCOUNTS:

30 MILLION

16%

ACTIVE USER ACCOUNTS:

380 MILLION

JAN
2019

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



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social

1

9

4

1

8

FEMALE:

MALE:

FEMALE:

MALE:

FEMALE:

MALE:

FEMALE:

MALE:

FEMALE:

MALE:

1

1

11

8

6

3

1

1

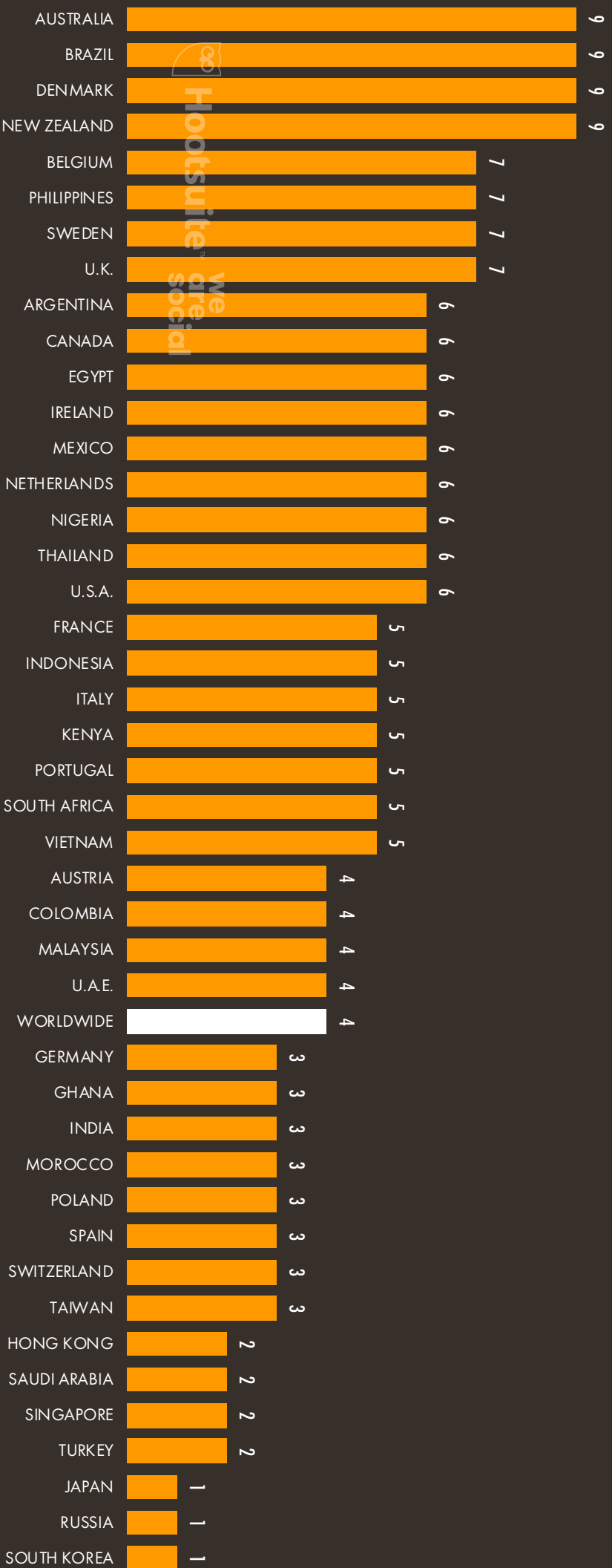
9

6

**JAN
2019**

MEDIAN MONTHLY FACEBOOK COMMENTS PER USER

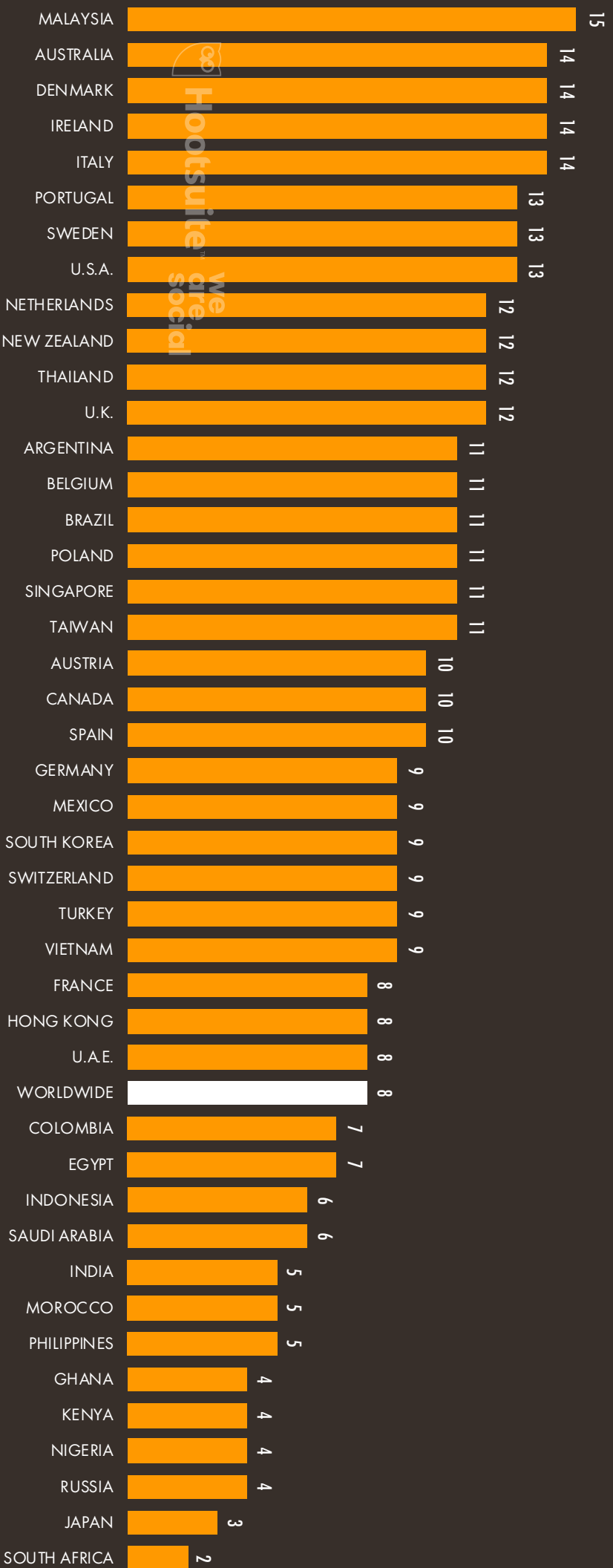
THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER COMMENTS ON FACEBOOK POSTS



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MEDIAN MONTHLY FACEBOOK ADVERT CLICKS PER USER

THE NUMBER OF TIMES EACH MONTH THAT THE 'TYPICAL' FACEBOOK USER CLICKS ON AN ADVERT ON FACEBOOK (ANY AD FORMAT)



JAN
2019

FACEBOOK PAGE REACH BENCHMARKS

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS, AND THE CONTRIBUTION OF PAID MEDIA

AVERAGE MONTHLY
CHANGE IN PAGE LIKES



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AVERAGE POST REACH
vs. PAGE LIKES



locowise

AVERAGE ORGANIC
REACH vs. PAGE LIKES



locowise

PERCENTAGE OF PAGES
USING PAID MEDIA



locowise

AVERAGE PAID REACH
vs. TOTAL REACH



+0.13%

Q-O-Q CHANGE:

-2.2%
(-0.3 BPS)

8.0%

Q-O-Q CHANGE:

-0.4%
(-3 BPS)

6.0%

Q-O-Q CHANGE:

-2.3%
(-14 BPS)

26.0%

Q-O-Q CHANGE:

+3.5%
(+87 BPS)

27.1%

Q-O-Q CHANGE:

+3.3%
(+88 BPS)

100

SOURCE: LOCOWISE (JANUARY 2019). FIGURES REPRESENT AVERAGES FOR Q4 2018. 'Q-O-Q CHANGE' FIGURES REPRESENT THE QUARTER-ON-QUARTER CHANGE vs. Q3 2018. **NOTE:** FIGURES REPRESENT AVERAGES FOR A BROAD RANGE OF DIFFERENT PAGES. ON AVERAGE, PAGES WITH LARGER AUDIENCES (I.E. GREATER NUMBERS OF 'PAGE LIKES') WILL EXPERIENCE LOWER LEVELS OF ORGANIC REACH. **ADVISORY:** MANY LARGE BRAND PAGES WILL EXPERIENCE SIGNIFICANTLY LOWER LEVELS OF REACH COMPARED TO THE AVERAGES QUOTED HERE.



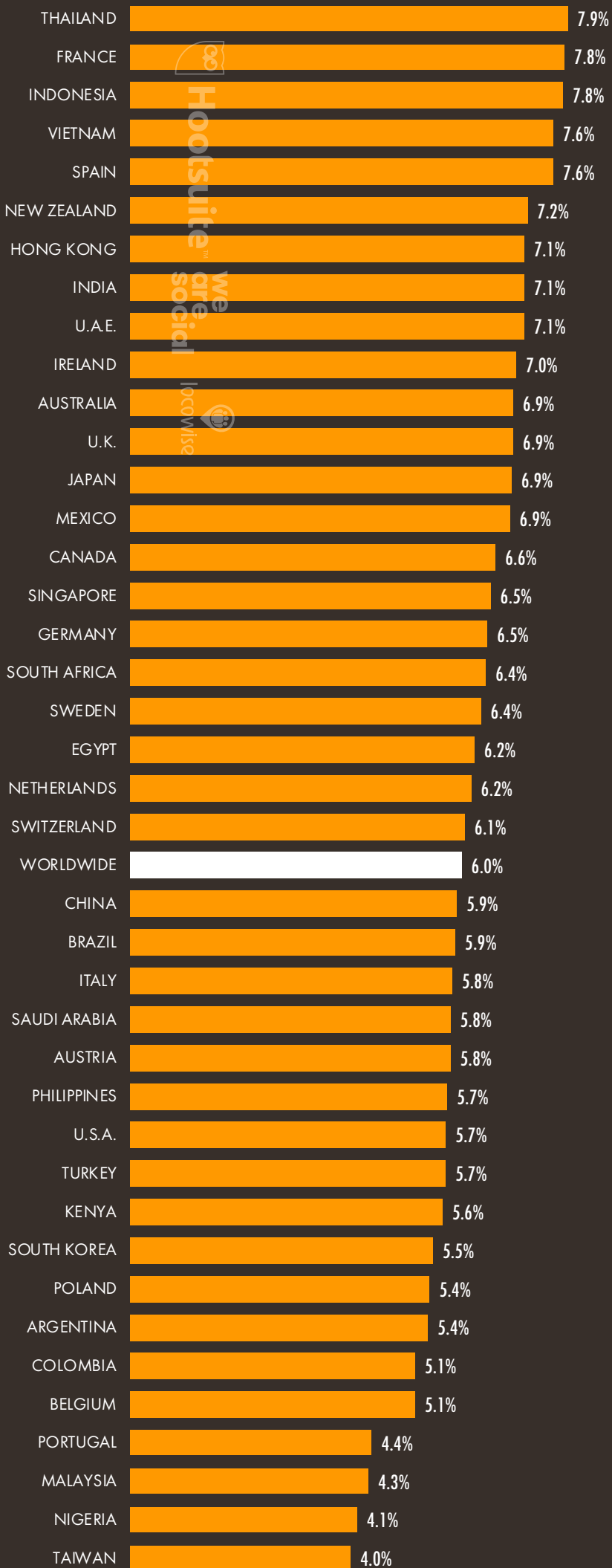
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AVERAGE ORGANIC FACEBOOK POST REACH

BASED ON THE AVERAGE REACH OF A FACEBOOK PAGE * POST COMPARED TO THE POSTING PAGE'S TOTAL PAGE LIKES



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FACEBOOK ENGAGEMENT BENCHMARKS

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES OF
POST, ALL TYPES OF PAGE *)



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS
(ALL TYPES OF PAGE *)



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS
(ALL TYPES OF PAGE *)



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS
(ALL TYPES OF PAGE *)



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS
(ALL TYPES OF PAGE *)



3.75%

Q-O-Q CHANGE:

-2.1%
(-8 BPS)

6.03%

Q-O-Q CHANGE:

+3.4%
(+20 BPS)

4.48%

Q-O-Q CHANGE:

-4.2%
(-20 BPS)

3.01%

Q-O-Q CHANGE:

-6.2%
(-20 BPS)

2.01%

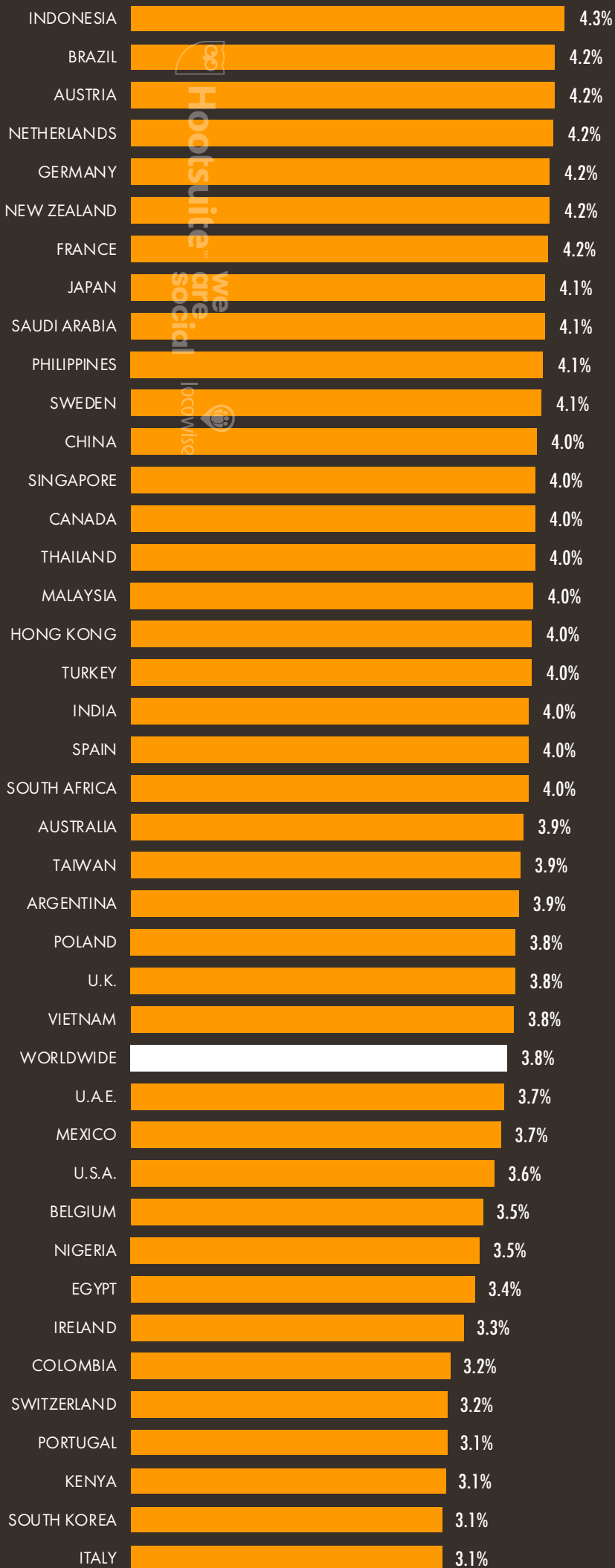
Q-O-Q CHANGE:

-0.9%
(-2 BPS)

JAN
2019

AVERAGE FACEBOOK POST ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS VS. PAGE REACH (NOTE: ALL TYPES OF PAGE*)



JAN
2019

COMPARING FACEBOOK PERFORMANCE BY PAGE SIZE

COMPARING THE ORGANIC REACH AND OVERALL ENGAGEMENT RATES OF PAGES WITH FEWER THAN 10,000 FANS, AND MORE THAN 100,000 FANS

PAGES WITH FEWER THAN 10,000 'FANS'

AVERAGE ORGANIC PAGE
POST REACH vs. PAGE LIKES
(ALL TYPES OF POST AND PAGE *)

AVERAGE ENGAGEMENT RATE
FOR FACEBOOK PAGE POSTS
(ALL TYPES OF POST AND PAGE *)



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8.80%

4.68%

PAGES WITH MORE THAN 100,000 'FANS'

AVERAGE ORGANIC PAGE
POST REACH vs. PAGE LIKES
(ALL TYPES OF POST AND PAGE *)

AVERAGE ENGAGEMENT RATE
FOR FACEBOOK PAGE POSTS
(ALL TYPES OF POST AND PAGE *)



3.51%

2.98%

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TOP FACEBOOK PAGES

BASED ON FACEBOOK PAGES WITH THE GREATEST NUMBER OF PAGE LIKES

#	PAGE	CATEGORY	'FANS'
01	FACEBOOK	PRODUCT / SERVICE	213,439,863
02	SAMSUNG	PRODUCT / SERVICE	159,534,892
03	CRISTIANO RONALDO	ATHLETE	122,582,580
04	REAL MADRID C.F.	SPORTS TEAM	109,425,674
05	COCA-COLA	PRODUCT / SERVICE	107,533,356
06	FC BARCELONA	SPORTS TEAM	102,658,087
07	SHAKIRA	MUSICIAN	101,753,296
08	VIN DIESEL	ACTOR	98,551,962
09	TASTY	COOKING	96,194,554
10	LEO MESSI	ATHLETE	89,883,368

#	PAGE	CATEGORY	'FANS'
11	EMINEM	MUSICIAN	88,014,532
12	YOUTUBE	PRODUCT / SERVICE	83,526,380
13	MR BEAN	TV SHOW	82,641,600
14	RIHANNA	MUSICIAN	79,887,748
15	MCDONALD'S	PRODUCT / SERVICE	78,946,824
16	JUSTIN BIEBER	MUSICIAN	77,511,620
17	WILL SMITH	ACTOR	77,312,018
18	CGTN	MEDIA	73,688,844
19	MANCHESTER UNITED	SPORTS TEAM	73,295,917
20	HARRY POTTER	MOVIE FRANCHISE	72,930,986



GLOBAL INSTAGRAM USE

JAN
2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



894.9
MILLION

15%

+4.4%

50.3%

49.7%

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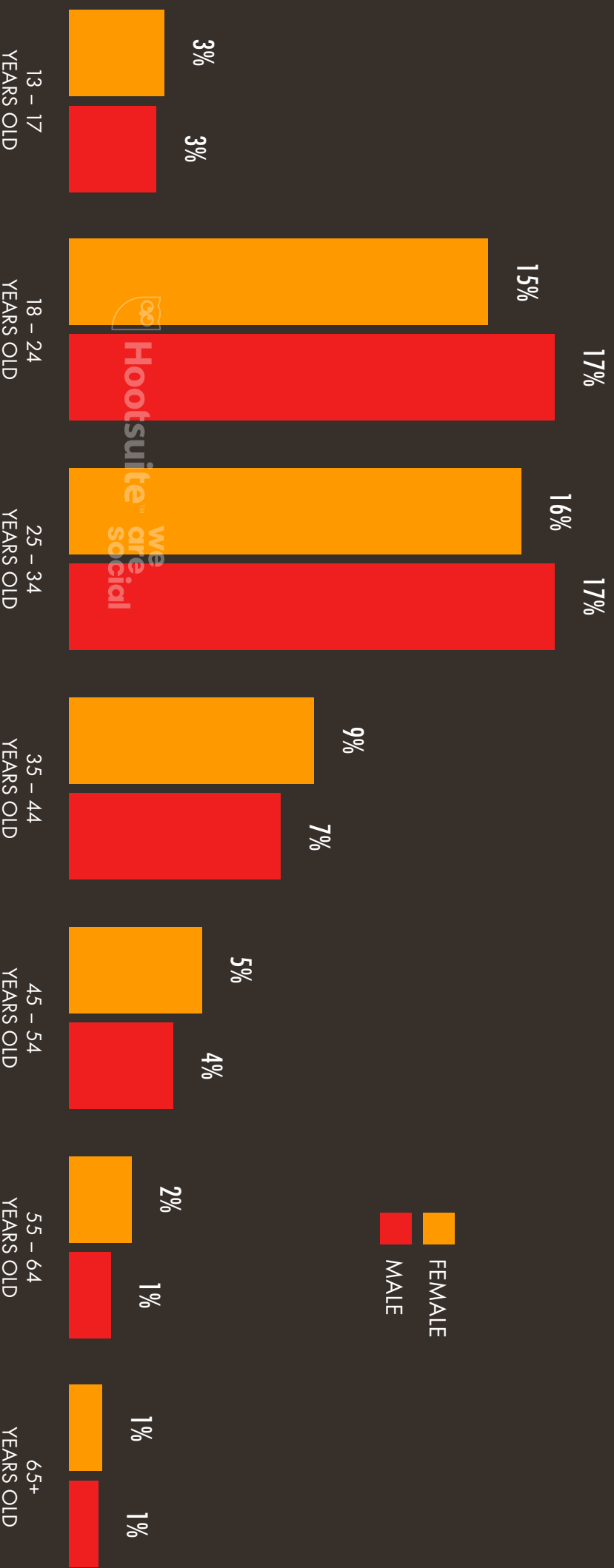
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INSTAGRAM AUDIENCE PROFILE

SHARE OF INSTAGRAM'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER




SOURCE: INSTAGRAM (JANUARY 2019); KEPLOS ANALYSIS. **NOTES:** INSTAGRAM DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE INSTAGRAM PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE INSTAGRAM USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN
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INSTAGRAM'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON INSTAGRAM, BY AGE GROUP AND GENDER

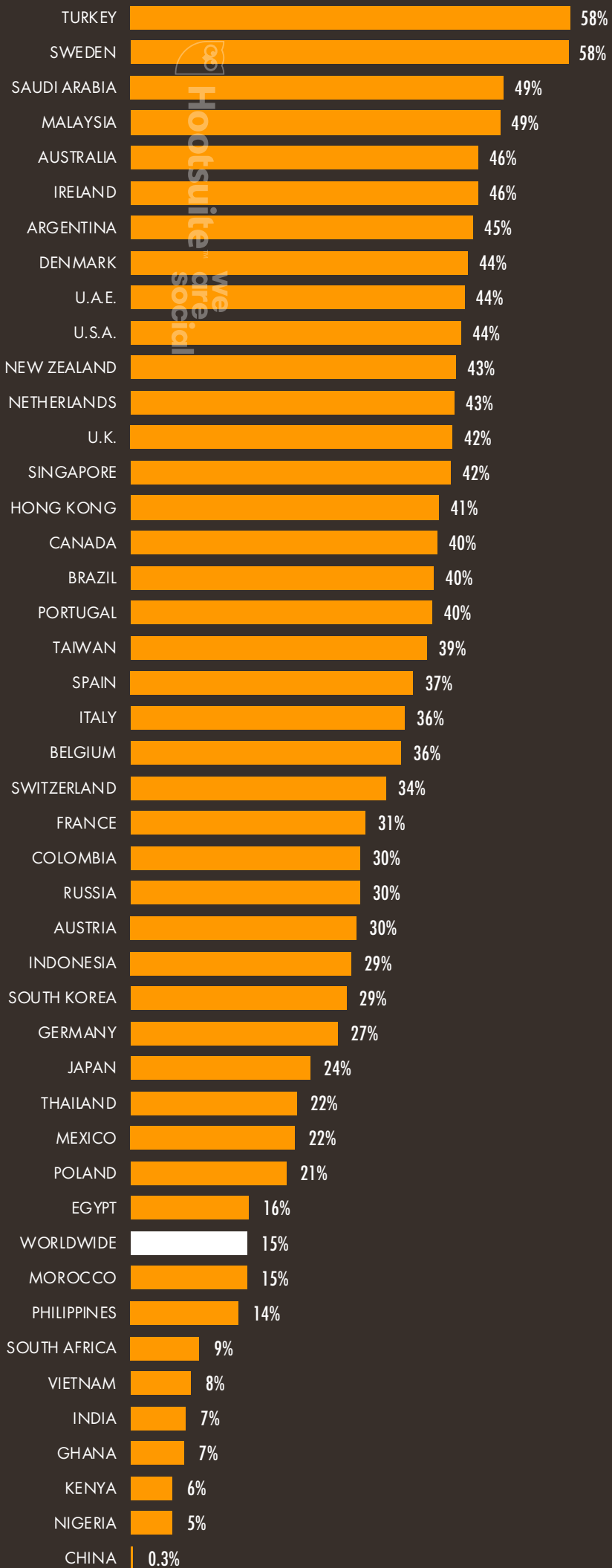
AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	57,000,000	30,000,000	3%	27,000,000	3%
18-24	280,400,000	130,200,000	15%	150,200,000	17%
25-34	290,400,000	140,200,000 	16%	150,200,000	17%
35-44	142,200,000	76,100,000	9%	66,100,000	7%
45-54 <i>we are. social</i>	73,100,000	41,100,000	5%	32,000,000	4%
55-64	32,000,000	19,000,000	2%	13,000,000	1%
65+	19,800,000	11,000,000	1%	8,800,000	1%
TOTAL	894,900,000	447,600,000	50.3%	447,300,000	49.7%

SOURCE: INSTAGRAM (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** INSTAGRAM DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE INSTAGRAM PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE INSTAGRAM USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN
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INSTAGRAM AUDIENCE: ELIGIBLE PENETRATION

INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



JAN
2019

INSTAGRAM REACH RANKINGS

BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	120,000,000	0%	[UNCHANGED]
02	INDIA	75,000,000	+5.6%	+4,000,000
03	BRAZIL	69,000,000	+6.2%	+4,000,000
04	INDONESIA	62,000,000	+5.1%	+3,000,000
05	TURKEY	38,000,000	+2.7%	+1,000,000
06	RUSSIAN FEDERATION	37,000,000	+15.6%	+5,000,000
07	JAPAN	27,000,000	+12.5%	+3,000,000
08	U.K.	24,000,000	+4.3%	+1,000,000
09	MEXICO	22,000,000	+4.8%	+1,000,000
10	GERMANY	20,000,000	+5.3%	+1,000,000

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
11	ITALY	19,000,000	0%	[UNCHANGED]
12	FRANCE	17,000,000	+6.3%	+1,000,000
13	ARGENTINA	16,000,000	0%	[UNCHANGED]
14	SPAIN	15,000,000	0%	[UNCHANGED]
15=	CANADA	13,000,000	0%	[UNCHANGED]
15=	SOUTH KOREA	13,000,000	+8.3%	+1,000,000
15=	SAUDI ARABIA	13,000,000	+8.3%	+1,000,000
15=	THAILAND	13,000,000	0%	[UNCHANGED]
19=	COLOMBIA	12,000,000	+9.1%	+1,000,000
19=	MALAYSIA	12,000,000	0%	[UNCHANGED]

JAN
2019

INSTAGRAM ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF INSTAGRAM USE, COMPARED TO NATIONAL POPULATIONS AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ	#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ
01	BRUNEI	63%	220,000	0%	11	BAHRAIN	52%	700,000	+1.4%
02	ICELAND	61%	170,000	0%	12	SAUDI ARABIA	49%	13,000,000	+8.3%
03	CAYMAN IS.	59%	31,000	+3.3%	13	MALAYSIA	49%	12,000,000	0%
04	TURKEY	58%	38,000,000	+2.7%	14	CHILE	48%	7,300,000	+2.8%
05	SWEDEN	58%	4,900,000	+2.1%	15	BERMUDA	48%	25,000	0%
06	GUAM	57%	72,000	+4.3%	16	ARUBA	48%	43,000	+43.3%
07	CYPRUS	56%	580,000	+7.4%	17	KAZAKHSTAN	48%	6,800,000	+11.5%
08	KUWAIT	55%	1,800,000	+5.9%	18	MONTENEGRO	47%	250,000	-3.8%
09	ISRAEL	54%	3,500,000	-5.4%	19	ANDORRA	47%	32,000	+14.3%
10	NORWAY	53%	2,400,000	0%	20	PANAMA	46%	1,500,000	+7.1%

JAN
2019

INSTAGRAM GENDER RATIO RANKINGS

COUNTRIES / TERRITORIES WITH THE GREATEST GENDER SKEWS IN INSTAGRAM'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	PHILIPPINES	64%	6,700,000
02	FED. STATES OF MICRONESIA	63%	1,500
03	THAILAND	62%	8,400,000
04	LAOS	62%	150,000
05	TRANSNISTRIA	62%	32,000
06	AMERICAN SAMOA	61%	3,500
07	MONGOLIA	61%	250,000
08	TONGA	61%	4,000
09=	ABKHAZIA	60%	52,000
09=	BELARUS	60%	1,300,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	AFGHANISTAN	80%	490,000
02	CHAD	79%	15,000
03	SOUTH SUDAN	78%	20,000
04	TAJIKISTAN	78%	280,000
05	NIGER	77%	60,000
06	MALI	75%	120,000
07	BURKINA FASO	75%	85,000
08	INDIA	73%	55,000,000
09	YEMEN	73%	300,000
10	CENTRAL AFRICAN REP.	73%	7,400

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TOP INSTAGRAM ACCOUNTS

INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

#	ACCOUNT	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	276,500,000
02	CRISTIANO RONALDO	@CRISTIANO	151,900,000
03	SELENA GOMEZ	@SELENAGOMEZ	144,500,000
04	ARIANA GRANDE	@ARIANAGRANDE	143,000,000
05	DWAYNE JOHNSON	@THEROCK	129,000,000
06	KIM KARDASHIAN	@KIMKARDASHIAN	125,200,000
07	KYLIE JENNER	@KYLIEJENNER	124,500,000
08	BEYONCÉ	@BEYONCE	123,000,000
09	TAYLOR SWIFT	@TAYLORSWIFT	114,100,000
10	NEYMAR JR.	@NEYMARJR	109,900,000

#	ACCOUNT	HANDLE	FOLLOWERS
11	LEO MESSI	@LEOMESSI	106,700,000
12	JUSTIN BIEBER	@JUSTINBIEBER	104,100,000
13	KENDALL JENNER	@KENDALLJENNER	102,600,000
14	NICKI MINAJ	@NICKIMINAJ	97,800,000
15	NATIONAL GEOGRAPHIC	@NATGEO	97,700,000
16	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	85,300,000
17	JENNIFER LOPEZ	@JLO	85,200,000
18	NIKE	@NIKE	84,000,000
19	MILEY CYRUS	@MILEYCYRUS	80,500,000
20	KATY PERRY	@KATYPERRY	74,700,000

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GLOBAL TWITTER USE

JAN
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TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON TWITTER



QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



250.8
MILLION

3.6%

-1.5%

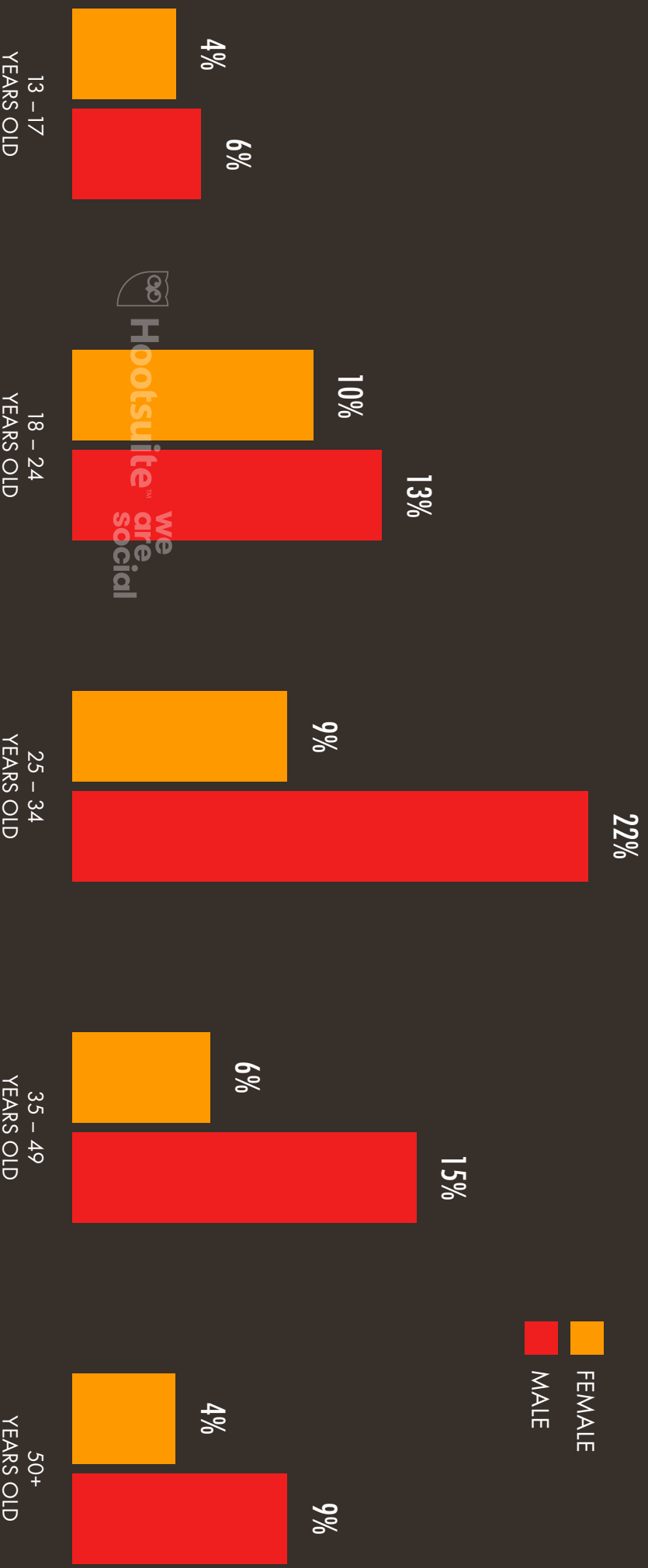
34.5%

65.5%

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2019

TWITTER AUDIENCE PROFILE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



SOURCE: TWITTER (JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE EXTRAPOLATED FROM MID-POINTS IN THE RANGES THAT TWITTER REPORTS FOR ITS ADVERTISING AUDIENCES. TWITTER DOES NOT REPORT AUDIENCE NUMBERS FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'; FIGURES ARE BASED ON THE ADDRESSABLE ADVERTISING AUDIENCE ON THE TWITTER PLATFORM ONLY, AND MAY NOT BE REPRESENTATIVE OF TOTAL MONTHLY ACTIVE TWITTER USERS. PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN
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TWITTER'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON TWITTER, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	25,530,000	11,090,000	4%	14,440,000	6%
18-24	59,830,000	26,320,000	10%	33,510,000	13%
25-34	78,490,000	23,360,000	9%	55,130,000	22%
35-49	52,540,000	15,140,000	6%	37,400,000	15%
50+	34,390,000	11,060,000	4%	23,330,000	9%
TOTAL	250,780,000	86,970,000	35%	163,810,000	65%

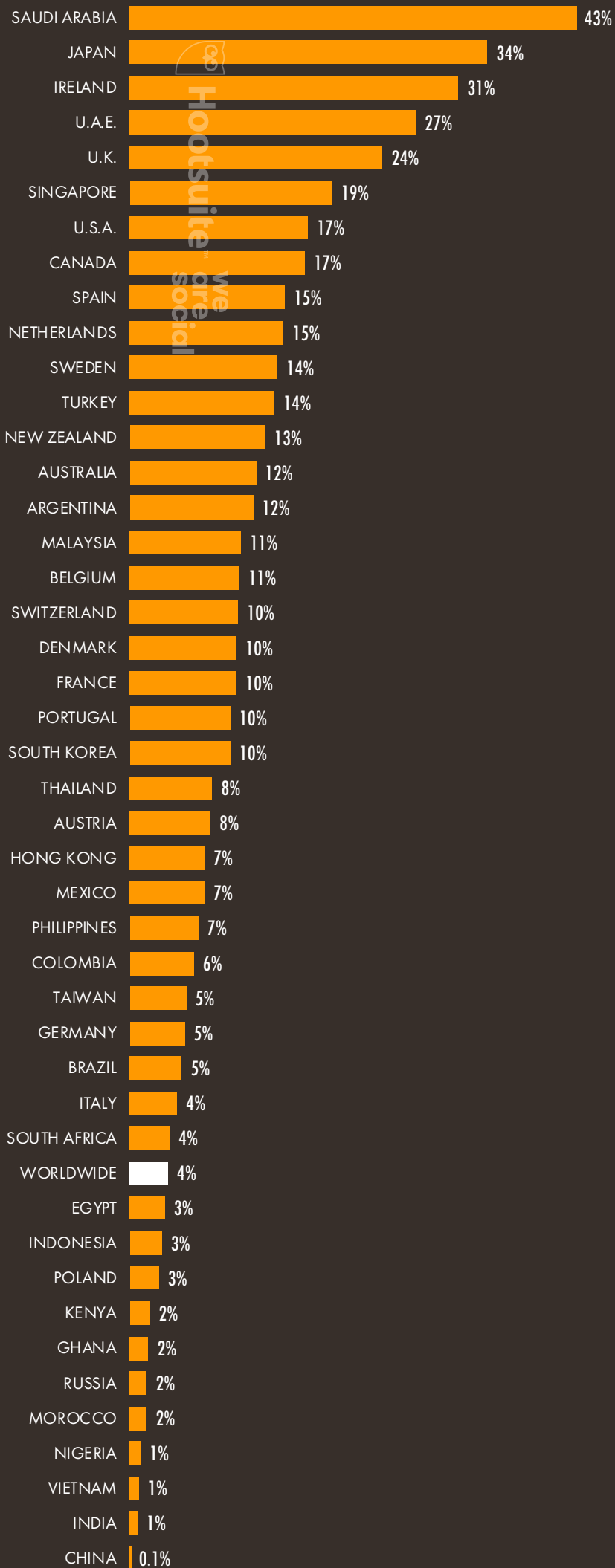
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TWITTER AUDIENCE: ELIGIBLE PENETRATION

TWITTER'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



JAN
2019

TWITTER REACH RANKINGS

BASED ON TWITTER'S ADDRESSABLE ADVERTISING AUDIENCE

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	47,050,000	-4.7%	-2,300,000
02	JAPAN	38,600,000	-3.1%	-1,250,000
03	U.K.	13,600,000	-0.7%	-100,000
04	SAUDI ARABIA	11,265,000	-0.7%	-75,000
05	TURKEY	9,000,000	+1.9%	+170,000
06	BRAZIL	8,570,000	+1.0%	+85,000
07	INDIA	7,650,000	-2.2%	-175,000
08	MEXICO	7,215,000	+3.7%	+255,000
09	INDONESIA	6,425,000	+4.2%	+260,000
10	SPAIN	6,010,000	-6.7%	-430,000

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
11	FRANCE	5,560,000	+1.5%	+80,000
12	CANADA	5,370,000	-1.5%	-80,000
13	PHILIPPINES	5,075,000	+3.4%	+165,000
14	THAILAND	4,700,000	+1.4%	+65,000
15	SOUTH KOREA	4,390,000	+0.9%	+40,000
16	ARGENTINA	4,200,000	-1.5%	-65,000
17	GERMANY	3,865,000	0%	[UNCHANGED]
18	MALAYSIA	2,630,000	+4.2%	+105,000
19	AUSTRALIA	2,560,000	-2.3%	-60,000
20	COLOMBIA	2,405,000	-2.2%	-55,000

JAN
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TWITTER ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF TWITTER ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ
01	CAYMAN IS.	59%	31,200	+95.0%
02	KUWAIT	51%	1,675,000	+3.1%
03	ANDORRA	49%	33,600	+29.2%
04	ISLE OF MAN	45%	32,800	+36.7%
05	BAHRAIN	43%	581,500	+8.5%
06	SAUDI ARABIA	43%	11,265,000	-0.7%
07	BERMUDA	41%	21,200	+8.2%
08	ARUBA	37%	33,600	+31.3%
09	JAPAN	34%	38,600,000	-3.1%
10	NORTHERN MARIANA IS.	32%	14,000	+52.5%

#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ
11	IRELAND	31%	1,233,000	+1.5%
12	ICELAND	31%	85,750	-1.9%
13	QATAR	29%	708,500	+5.0%
14	U.A.E.	27%	2,295,000	+5.5%
15	OMAN	25%	882,000	+2.7%
16	BRUNEI	24%	84,900	-4.6%
17	U.K.	24%	13,600,000	-0.7%
18	GUERNSEY	24%	14,000	-23.9%
19	U.S. VIRGIN IS.	23%	19,600	+104.4%
20	ANTIGUA & BARBUDA	23%	18,800	+38.2%


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TWITTER GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN TWITTER'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	PHILIPPINES	63%	2,965,000
02=	BHUTAN	50%	3,200
02=	FED. STATES OF MICRONESIA	50%	800 
02=	TONGA	50%	400
05	GRENADA	48%	4,400
06	MALAYSIA	47%	1,218,000
07	U.S. VIRGIN IS.	47%	10,000
08	THAILAND	47%	2,115,000
09=	FRENCH GUIANA	47%	6,400
09=	ST. KITTS & NEVIS	47%	3,200

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	GUINEA	90%	20,800
02	BURKINA FASO	88%	12,000
03	MOZAMBIQUE	86%	22,800
04	MAURITANIA	86%	19,600
05	RWANDA	84%	36,800
06	GHANA	84%	282,000
07	LIBERIA	84%	10,410
08	MALI	84%	14,400
09	INDIA	84%	5,925,000
10	CENTRAL AFRICAN REP.	83%	2,000

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TOP TWITTER ACCOUNTS

TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS































#	ACCOUNT	HANDLE	FOLLOWERS
01	KATY PERRY	@KATYPERRY	106,900,000
02	JUSTIN BIEBER	@JUSTINBIEBER	105,000,000
03	BARACK OBAMA	@BARACKOBAMA	104,300,000
04	RIHANNA	@RIHANNA	89,100,000
05	TAYLOR SWIFT	@TAYLORSWIFT13	83,400,000
06	LADY GAGA	@LADYGAGA	77,600,000
07	THE ELLEN SHOW	@THEELLENSHOW	76,900,000
08	CRISTIANO RONALDO	@CRISTIANO	76,200,000
09	YOUTUBE	@YOUTUBE	71,200,000
10	JUSTIN TIMBERLAKE	@JTIMBERLAKE	64,700,000

#	ACCOUNT	HANDLE	FOLLOWERS
11	ARIANA GRANDE	@ARIANAGRANDE	60,200,000
12	KIM KARDASHIAN	@KIMKARDASHIAN	59,400,000
13	DONALD TRUMP	@REALDONALDTRUMP	57,400,000
14	DEMI LOVATO	@DDLOVATO	57,300,000
15	SELENA GOMEZ	@SELENAGOMEZ	56,900,000
16	BRITNEY SPEARS	@BRITNEYSPEARS	56,500,000
17	TWITTER	@TWITTER	55,900,000
18	CNN	@CNNBRK	54,600,000
19	SHAKIRA	@SHAKIRA	50,900,000
20	JIMMY FALLON	@JIMMYFALLON	50,800,000

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MOST FREQUENTLY USED EMOJI ON TWITTER

EMOJI TRACKER'S RANKING OF THE MOST FREQUENTLY USED EMOJI IN TWEETS POSTED SINCE JULY 2013

#	EMOJI	TIMES USED	#	EMOJI	TIMES USED	#	EMOJI	TIMES USED
01		2,291,000,000	11		393,000,000	21		211,000,000
02		1,097,000,000	12		365,000,000	22		209,000,000
03		936,000,000	13		339,000,000	23		208,000,000
04		843,000,000	14		326,000,000	24		203,000,000
05		700,000,000	15		318,000,000	25		201,000,000
06		662,000,000	16		311,000,000	26		201,000,000
07		570,000,000	17		266,000,000	27		200,000,000
08		477,000,000	18		230,000,000	28		182,000,000
09		448,000,000	19		228,000,000	29		180,000,000
10		435,000,000	20		211,000,000	30		176,000,000



GLOBAL SNAPCHAT USE

JAN
2019

SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT
SNAPCHAT REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON SNAPCHAT



QUARTER-ON-
QUARTER GROWTH
IN SNAPCHAT
ADVERTISING REACH



PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



306.5
MILLION

5.1%

-12%

60%

38%

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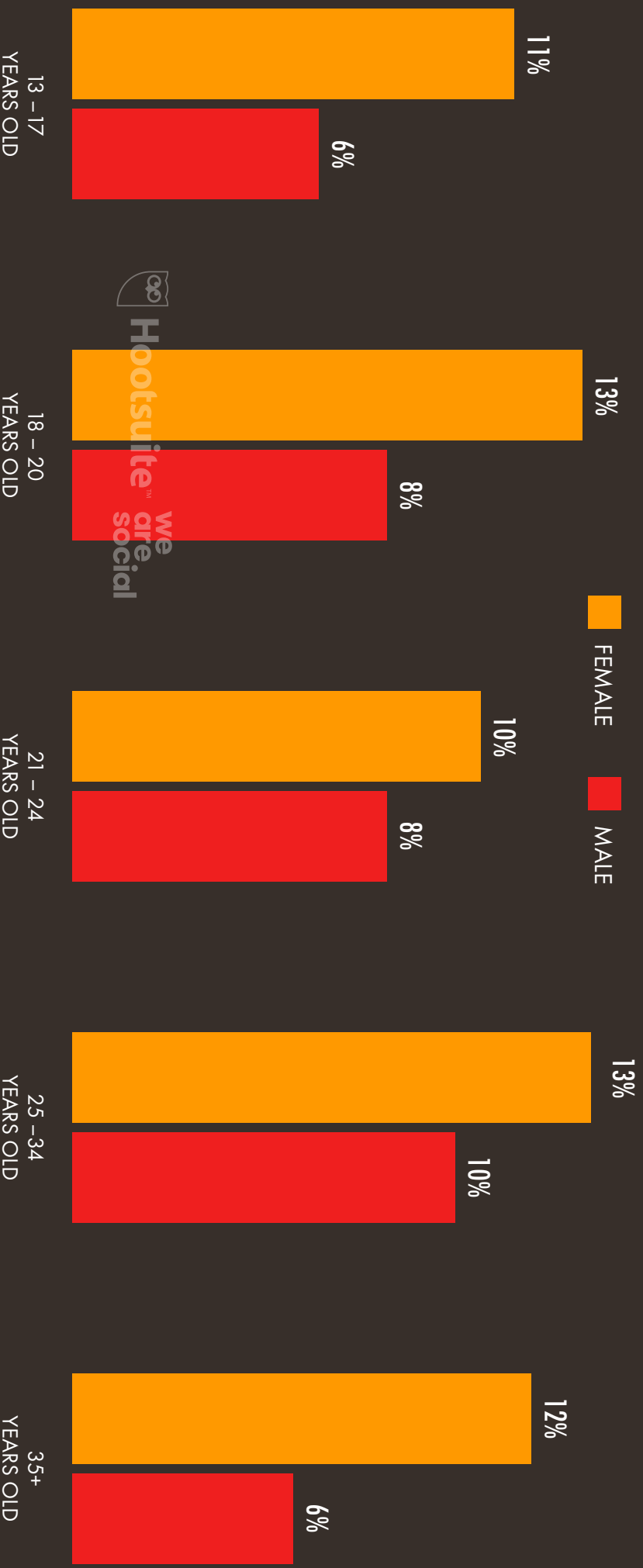
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SNAPCHAT AUDIENCE PROFILE

SHARE OF SNAPCHAT'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



JAN
2019

SNAPCHAT'S ADVERTISING AUDIENCE

POTENTIAL ADVERTISING REACH ON SNAPCHAT, BY AGE GROUP AND GENDER

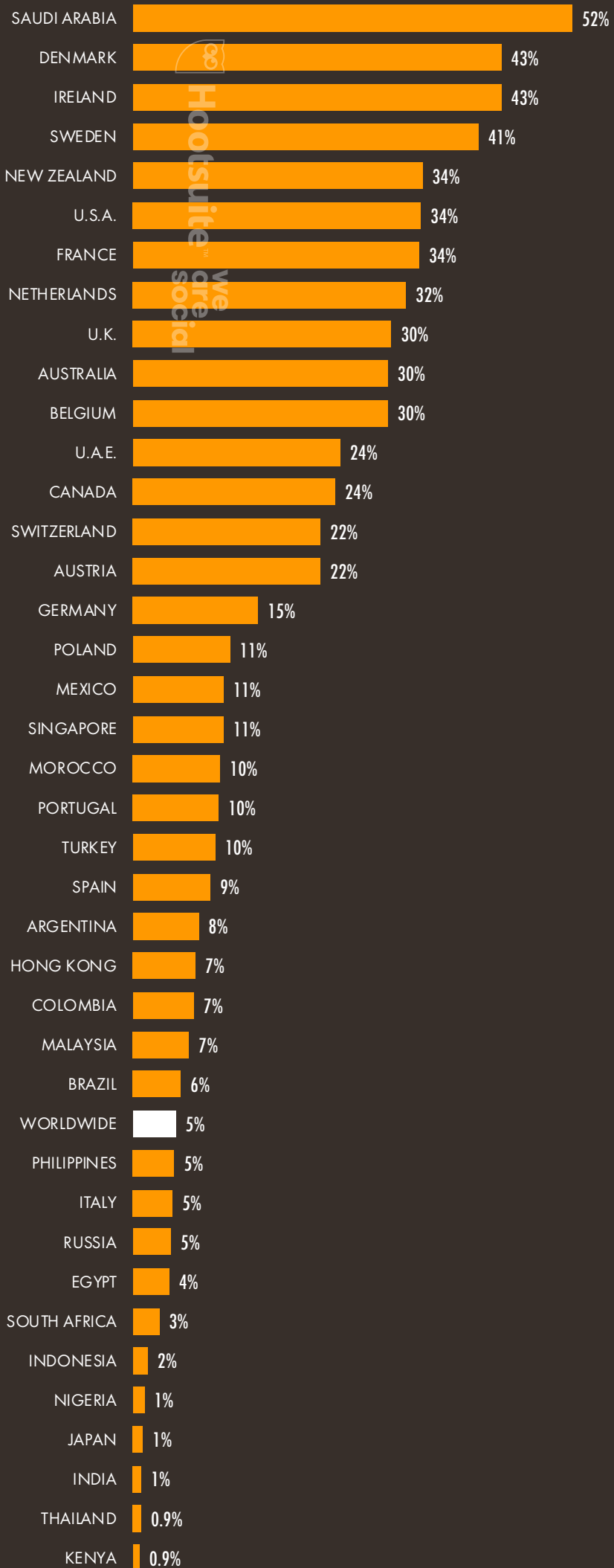
AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
13-17	54,300,000	34,700,000	11%	19,600,000	6%
18-20	65,410,000	40,250,000	13%	25,160,000	8%
21-24	56,810,000	31,910,000	10%	24,900,000	8%
25-34	71,330,000	41,250,000	13%	30,080,000	10%
35+	53,890,000	36,380,000	12%	17,510,000	6%
TOTAL	306,530,000	184,490,000	60%	117,250,000	38%

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SNAPCHAT AUDIENCE: ELIGIBLE PENETRATION

SNAPCHAT'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 13+



129

SOURCE: EXTRA POLATION OF SNAPCHAT DATA (JANUARY 2019); KEPIOS ANALYSIS.

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SNAPCHAT REACH RANKINGS

BASED ON SNAPCHAT'S ADDRESSABLE ADVERTISING AUDIENCE

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#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	93,250,000	-14.8%	-16,250,000
02	FRANCE	18,500,000	-10.4%	-2,150,000
03	U.K.	17,150,000	-13.8%	-2,750,000
04	SAUDI ARABIA	13,650,000	-15.5%	-2,500,000
05	INDIA	11,150,000	+1.8%	+200,000
06	MEXICO	10,900,000	-6.4%	-750,000
07	GERMANY	10,800,000	-7.3%	-850,000
08	BRAZIL	9,900,000	-20.2%	-2,500,000
09	CANADA	7,700,000	-23.4%	-2,350,000
10=	AUSTRALIA	6,350,000	-13.6%	-1,000,000

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
10=	TURKEY	6,350,000	-25.7%	-2,200,000
12	RUSSIAN FEDERATION	5,500,000	+8.9%	+450,000
13	NETHERLANDS	4,750,000	-5.9%	-300,000
14	IRAQ	4,300,000	-6.5%	-300,000
15=	INDONESIA	3,800,000	-1.3%	-50,000
15=	POLAND	3,800,000	-14.6%	-650,000
17=	PHILIPPINES	3,700,000	+8.8%	+300,000
17=	SPAIN	3,700,000	-22.1%	-1,050,000
19	SWEDEN	3,450,000	-10.4%	-400,000
20	EGYPT	3,050,000	+3.4%	+100,000

JAN
2019

SNAPCHAT ELIGIBLE PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF SNAPCHAT ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 13+

#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ
01	NORWAY	62%	2,800,000	-5.1%
02	BAHRAIN	61%	825,000	0%
03	LUXEMBOURG	61%	307,500	0%
04	SAUDI ARABIA	52%	13,650,000	-15.5%
05	KUWAIT	50%	1,650,000	-15.4%
06	DENMARK	43%	2,150,000	-12.2%
07	IRELAND	43%	1,700,000	-8.1%
08	SWEDEN	41%	3,450,000	-10.4%
09	NEW ZEALAND	34%	1,350,000	-6.9%
10	U.S.A.	34%	93,250,000	-14.8%

#	COUNTRY / TERRITORY	% 13+	REACH	▲ QOQ
11	FRANCE	34%	18,500,000	-10.4%
12	NETHERLANDS	32%	4,750,000	-5.9%
13	U.K.	30%	17,150,000	-13.8%
14	AUSTRALIA	30%	6,350,000	-13.6%
15	BELGIUM	30%	2,950,000	-9.2%
16	OMAN	26%	945,000	-14.1%
17	U.A.E.	24%	2,050,000	-16.3%
18	JORDAN	24%	1,700,000	-17.1%
19	PUERTO RICO	24%	765,000	0%
20	CANADA	24%	7,700,000	-23.4%

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SNAPCHAT GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN SNAPCHAT'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	KAZAKHSTAN	90%	1,387,250
02	RUSSIAN FEDERATION	88%	4,829,000
03	INDONESIA	87%	3,294,600
04	PHILIPPINES	81%	2,989,600
05	SOUTH AFRICA	79%	1,063,800
06	CHILE	78%	859,100
07	PERU	77%	751,725
08	JAPAN	77%	1,034,100
09	COLOMBIA	76%	2,151,750
10	GREECE	74%	366,300

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	BAHRAIN	50%	410,850
02	INDIA	48%	5,363,150
03	LUXEMBOURG	48%	146,370
04=	NORWAY	47%	1,310,400
04=	SWEDEN	47%	1,614,600
06	SAUDI ARABIA	47%	6,374,550
07=	HONG KONG	47%	230,175
07=	SLOVENIA	47%	156,938
09	QATAR	46%	243,600
10	IRELAND	46%	778,600

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GLOBAL LINKEDIN USE

JAN
2019

LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

NUMBER OF PEOPLE THAT
LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



PERCENTAGE OF ADULTS
AGED 18+ THAT CAN
BE REACHED WITH
ADVERTS ON LINKEDIN



QUARTER-ON-
QUARTER GROWTH
IN LINKEDIN
ADVERTISING REACH



PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



604.4
MILLION

11%

+3.2%

44%

56%

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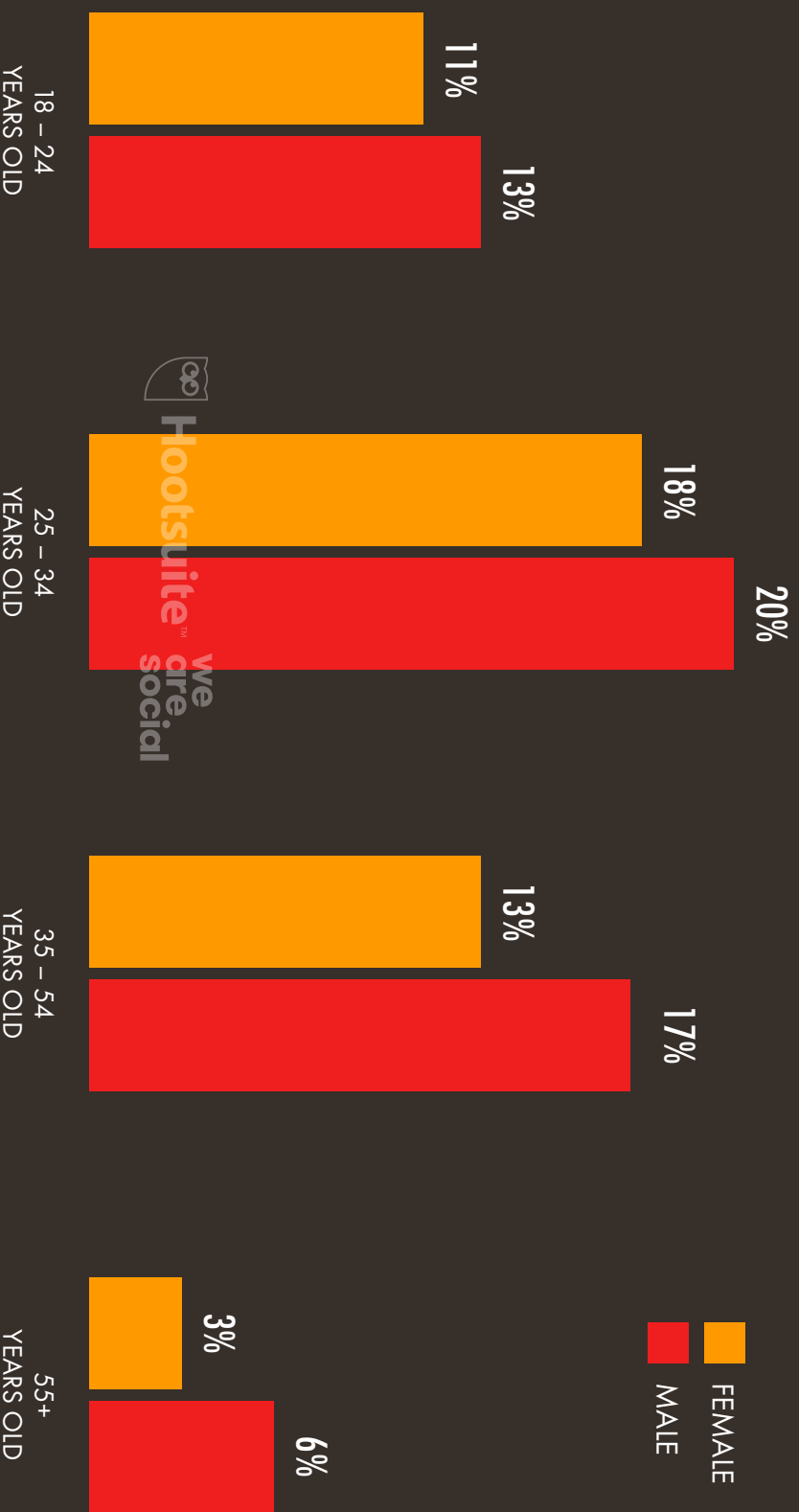
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LINKEDIN AUDIENCE PROFILE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE BY AGE AND GENDER



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LINKEDIN'S ADVERTISING AUDIENCE

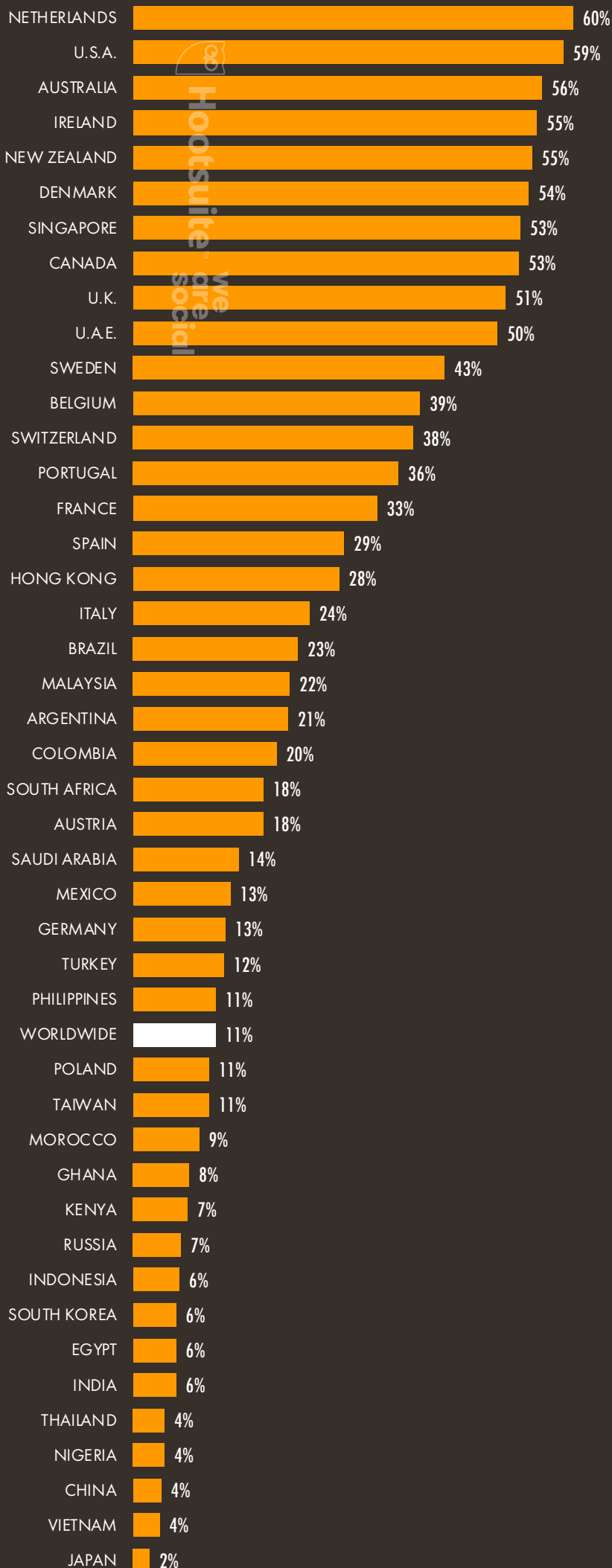
POTENTIAL ADVERTISING REACH ON LINKEDIN, BY AGE GROUP AND GENDER

AGE	TOTAL AUDIENCE	FEMALE TOTAL	FEMALE SHARE	MALE TOTAL	MALE SHARE
18-24	140,180,000	64,400,000	11%	75,780,000	13%
25-34	228,760,000	106,070,000	18%	122,690,000	20%
35-54	180,420,000	75,770,000	13%	104,650,000	17%
55+	55,030,000	18,940,000	3%	36,090,000	6%
TOTAL	604,390,000	265,180,000	44%	339,210,000	56%

**JAN
2019**

LINKEDIN AUDIENCE: ADULT PENETRATION

LINKEDIN'S ADDRESSABLE ADVERTISING AUDIENCE, COMPARED TO POPULATION AGED 18+



JAN
2019

LINKEDIN REACH RANKINGS

BASED ON LINKEDIN'S ADDRESSABLE ADVERTISING AUDIENCE


#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	150,000,000	0%	[UNCHANGED]
02	INDIA	54,000,000	+3.8%	+2,000,000
03	CHINA	44,000,000	0%	[UNCHANGED]
04	BRAZIL	35,000,000	+2.9%	+1,000,000
05	U.K.	27,000,000	+8.0%	+2,000,000
06	FRANCE	17,000,000	0%	[UNCHANGED]
07	CANADA	16,000,000	+6.7%	+1,000,000
08 =	INDONESIA	12,000,000	+9.1%	+1,000,000
08 =	ITALY	12,000,000	0%	[UNCHANGED]
08 =	MEXICO	12,000,000	-7.7%	-1,000,000

#	COUNTRY / TERRITORY	REACH	▲ QOQ	▲ QOQ
11 =	AUSTRALIA	11,000,000	+10.0%	+1,000,000
11 =	SPAIN	11,000,000	0%	[UNCHANGED]
13	GERMANY	8,800,000	-2.2%	-200,000
14	NETHERLANDS	8,300,000	+6.4%	+500,000
15	RUSSIAN FEDERATION	7,600,000	+13.4%	+900,000
16	PHILIPPINES	7,400,000	+10.4%	+700,000
17	TURKEY	7,300,000	+5.8%	+400,000
18	COLOMBIA	7,000,000	+2.9%	+200,000
19	SOUTH AFRICA	6,900,000	+1.5%	+100,000
20	ARGENTINA	6,800,000	+3.0%	+200,000

JAN
2019

LINKEDIN ADULT PENETRATION RANKINGS

COUNTRIES WITH THE HIGHEST RATES OF LINKEDIN ADVERTISING REACH, COMPARED TO NATIONAL POPULATIONS AGED 18+

#	COUNTRY / TERRITORY	% 18+	REACH	Δ QOQ
01	BERMUDA	93%	45,000	0%
02	ICELAND	85%	220,000	0%
03	AMERICAN SAMOA	78%	28,000	+7.7%
04	CAYMAN IS. 	75%	37,000	0%
05	ANDORRA	63%	40,000	+5.3%
06	U.S. VIRGIN IS.	62%	50,000	0%
07	NETHERLANDS	60%	8,300,000	+6.4%
08	U.S.A.	59%	150,000,000	0%
09	AUSTRALIA	56%	11,000,000	+10.0%
10	IRELAND	55%	2,000,000	0%

#	COUNTRY / TERRITORY	% 18+	REACH	Δ QOQ
11	ARUBA	55%	46,000	+4.5%
12	NEW ZEALAND	55%	2,000,000	+5.3%
13	DENMARK	54%	2,500,000	+4.2%
14	SINGAPORE	53%	2,600,000	+13.0%
15	CANADA	53%	16,000,000	+6.7%
16	MALTA	53%	190,000	0%
17	GUAM	52%	59,000	0%
18	U.K.	51%	27,000,000	+8.0%
19	LUXEMBOURG	51%	240,000	+4.3%
20	U.A.E.	50%	4,000,000	+11.1%

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LINKEDIN GENDER RATIO RANKINGS

COUNTRIES WITH THE GREATEST GENDER SKEWS IN LINKEDIN'S ADVERTISING AUDIENCE

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **FEMALE** SKEW

#	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
01	LITHUANIA	69%	120,000
02	LATVIA	67%	97,000
03	CHINA	65%	11,000,000
04	MYANMAR	60%	98,000
05	GEORGIA	60%	96,000
06	BHUTAN	59%	19,000
07	JAMAICA	59%	170,000
08	ROMANIA	56%	1,000,000
09	TONGA	56%	2,500
10	MOLDOVA	55%	81,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT **MALE** SKEW

#	HIGHEST MALE RATIO	% ♂	MALE USERS
01	YEMEN	89%	110,000
02	IRAQ	85%	380,000
03	SOMALIA	84%	36,000
04	AFGHANISTAN	84%	170,000
05	PAKISTAN	83%	3,300,000
06	SAUDI ARABIA	83%	2,100,000
07	LIBYA	82%	120,000
08	CHAD	82%	15,000
09	MAURITANIA	81%	24,000
10	NIGER	81%	29,000



GLOBAL YOUTUBE INSIGHTS

JAN
2019

TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	SONG	100	11	MINECRAFT	12
02	SONGS	59	12	NEW SONG	11
03	MOVIES	24	13	l'wŋɹ	10
04	MUSIC	21	14	BTS	10
05	BABY	20	15	COMEDY	10
06	DJ	19	16	MÚSICA	8
07	KARAOKE	17	17	CARTOON	8
08	MUSICA	16	18	PEPPA	7
09	FORTNITE	16	19	WWE	7
10	HINDI MOVIE	14	20	SONGS 2018	7

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2019

MOST-VIEWED YOUTUBE VIDEOS OF ALL TIME

BASED ON THE TOTAL NUMBER OF GLOBAL VIEWS TO JANUARY 2019

#	VIDEO	VIDEO VIEWS	LIKES	DISLIKES
01	LUIS FONSI FEAT. DADDY YANKEE – DESPACITO	5,890,000,000	31,600,000	3,800,000
02	ED SHEERAN – SHAPE OF YOU	4,020,000,000	18,760,000	1,050,000
03	WHIZ KHALIFA FEAT. CHARLIE PUTH – SEE YOU AGAIN	3,960,000,000	22,750,000	750,000
04	MARK RONSON FEAT. BRUNO MARS – UPTOWN FUNK	3,430,000,000	12,200,000	750,000
05	GET MOVIES – MASHA AND THE BEAR (EPISODE 17): RECIPE FOR DISASTER	3,400,000,000	4,250,000	2,300,000
06	PSY – GANGNAM STYLE	3,270,000,000	15,250,000	2,150,000
07	JUSTIN BIEBER – SORRY (PURPOSE: THE MOVEMENT)	3,070,000,000	11,150,000	1,450,000
08	MAROON 5 – SUGAR	2,860,000,000	9,650,000	450,000
09	TAYLOR SWIFT – SHAKE IT OFF	2,720,000,000	8,100,000	900,000
10	KATY PERRY – ROAR	2,710,000,000	9,000,000	750,000

JAN
2019

TOP YOUTUBE ACCOUNTS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
01	PEWDIEPIE	80,966,144	20,062,557,279
02	T-SERIES	80,582,001	58,887,301,801
03	5-MINUTE CRAFTS	46,833,105	11,631,403,326
04	CANAL KONZILLA	45,461,411	22,402,288,625
05	JUSTIN BIEBER	42,825,053	18,939,094,641
06	SET INDIA	39,686,629	27,443,839,706
07	WWE	38,606,540	29,372,043,394
08	DUDE PERFECT	38,139,286	7,001,756,552
09	ED SHEERAN	36,489,362	15,821,238,795
10	EMINEMMUSIC	35,424,882	13,291,442,912

#	ACCOUNT NAME	SUBSCRIBERS	TOTAL VIEWS
11	HOLASOYGERMAN	35,330,388	3,750,932,284
12	JUSTINBIEBERVEVO	33,917,924	18,296,518,925
13	WHINDERSSONNUNES	33,849,447	2,761,367,140
14	BADABUN	33,810,940	8,926,671,451
15	EURUBUSOMG	33,137,770	7,240,372,417
16	COCOMELON	32,823,651	17,316,617,237
17	TAYLOR SWIFT	32,043,063	16,428,363,289
18	KATY PERRY	32,029,043	17,174,539,103
19	JUEGAGERMAN	31,920,320	8,553,437,015
20	FERNANFLOO	31,450,943	6,682,346,054

HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA THEMES



Rebuilding trust. In the wake of Cambridge Analytica and the fight against fake news, consumer trust in social media channels plummeted, while trust in experts, journalists, and immediate circles on social media increased. Building employee advocacy programs, one-to-one messaging at scale, and renewing customer communities will be key strategies for brands in 2019.



Storifying social. Stories—the ephemeral visual slideshows—will surpass feeds as the primary way people share content within the next year. 64% of marketers have either implemented Instagram Stories into their strategy or plan to do so in the next 12 months, according to [Hootsuite's 2019 Social Trends survey](#).



Closing the ads gap. More competition on paid social is forcing marketers to up their game. Marketers recognize that to see real ROI, they need to pair ad budgets with an equal investment of time, creativity, and targeting savvy.



Cracking the commerce code. Improved social shopping technologies have begun to fuel e-commerce sales. These innovations include Instagram's shoppable posts, more brands using live streaming to sell products, and new in-stream buying plugins for Instagram.



Messaging eats the world. Top messaging apps—WhatsApp, Facebook Messenger, WeChat, QQ, and Skype—now collectively count nearly five billion monthly active users. The core challenge is scaling one-to-one customer interactions on social. Advertising tactics will also need to adapt, requiring sharper targeting and conversational tact.

[Click here](#) to download Hootsuite's 2019 report on these **5 trends** including new strategies and best-in-class brand examples.

WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2019

The question of authenticity is being examined ever more closely. Local and minority voices offer one perspective, contrasting with the rise of 'virtual influencers'. Niche content is another way to be authentic in specific, closed groups.



LOCAL LEGITIMACY

This year we saw a fight back against the homogenisation of global culture with grassroots campaigns to give local voices a platform through social. Brands need to be global in outlook but local in attitude.



MINORITY IMPACT

Marginalised groups are becoming the most influential microcosms on social. Brands who ignore them could be left out of the conversations driving culture. Meanwhile, brands will be called on to proactively combat [hate speech](#) in their social channels.



MEMES GO NICHE

'Niche memes' have become a way for young people to close off outsiders and share vulnerabilities as well as in-jokes. Some brands have used them to foster deeper connections with hard-to-reach audiences.



FAKE AUTHENTICITY

This year has seen the emergence of virtual influencers with Instagram stars such as Lil Miquela and Shudu gathering millions of followers. This is a trend set to continue but brands need to tread carefully.

Download our [Think Forward](#) report and dive into these trends and more.



MOBILE SOCIAL MEDIA USE

JAN
2019

MOBILE SOCIAL MEDIA PENETRATION BY REGION

ACTIVE ACCOUNTS ON THE TOP PLATFORMS IN EACH COUNTRY / TERRITORY ACCESSING VIA MOBILE, COMPARED TO POPULATION

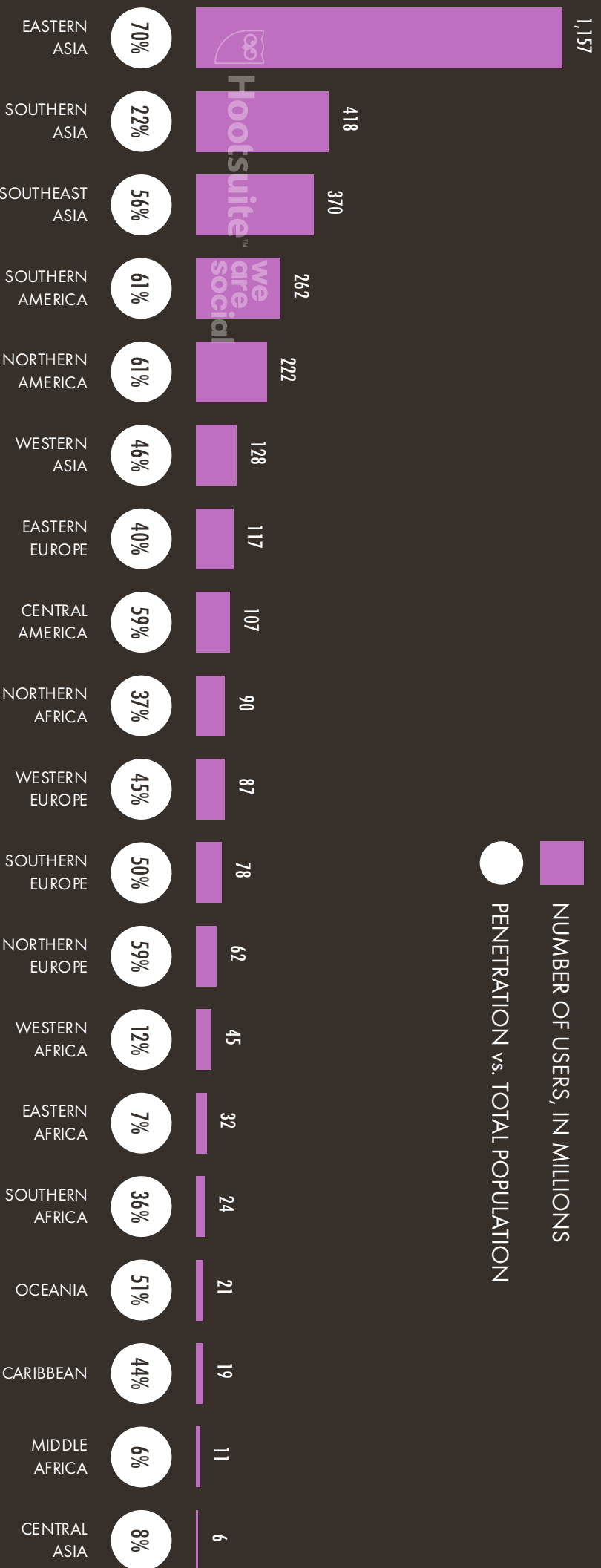


SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAIE; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.

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MOBILE SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH REGION (IN MILLIONS), COMPARED TO POPULATION



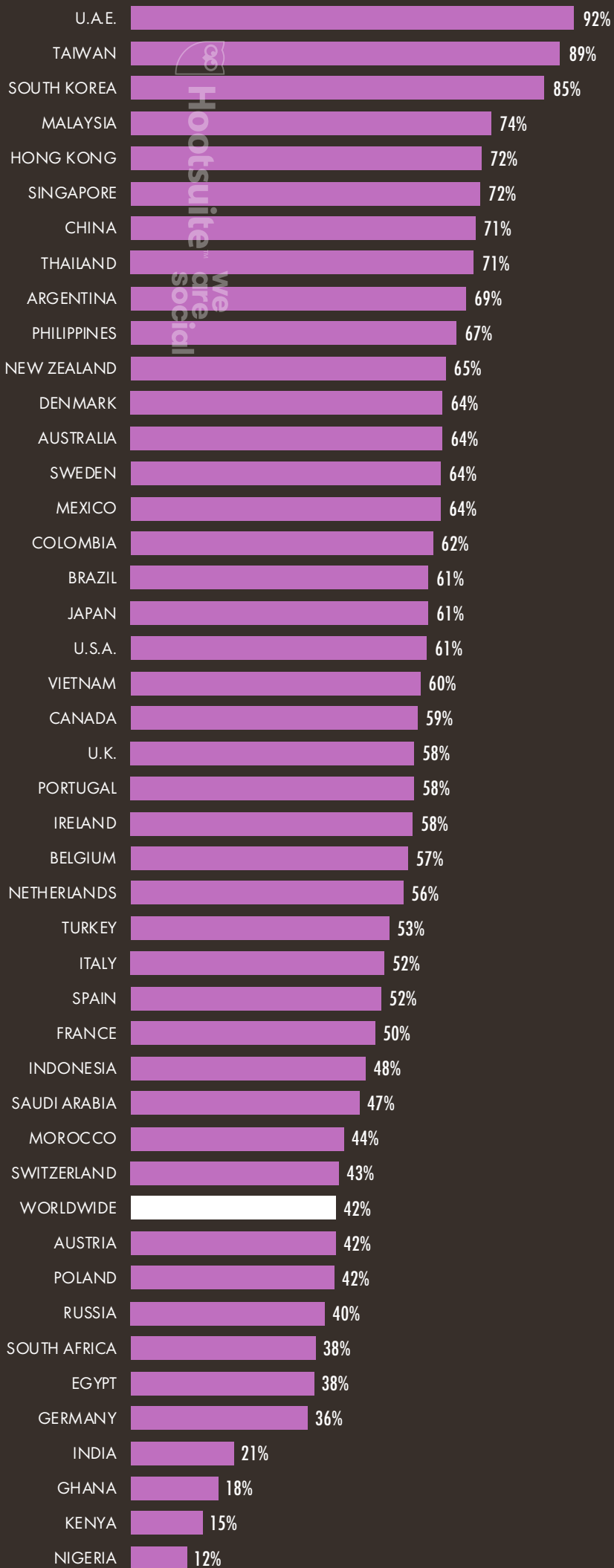
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MOBILE SOCIAL MEDIA PENETRATION IN 2019

MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORKS IN EACH COUNTRY / TERRITORY, COMPARED TO POPULATION

150

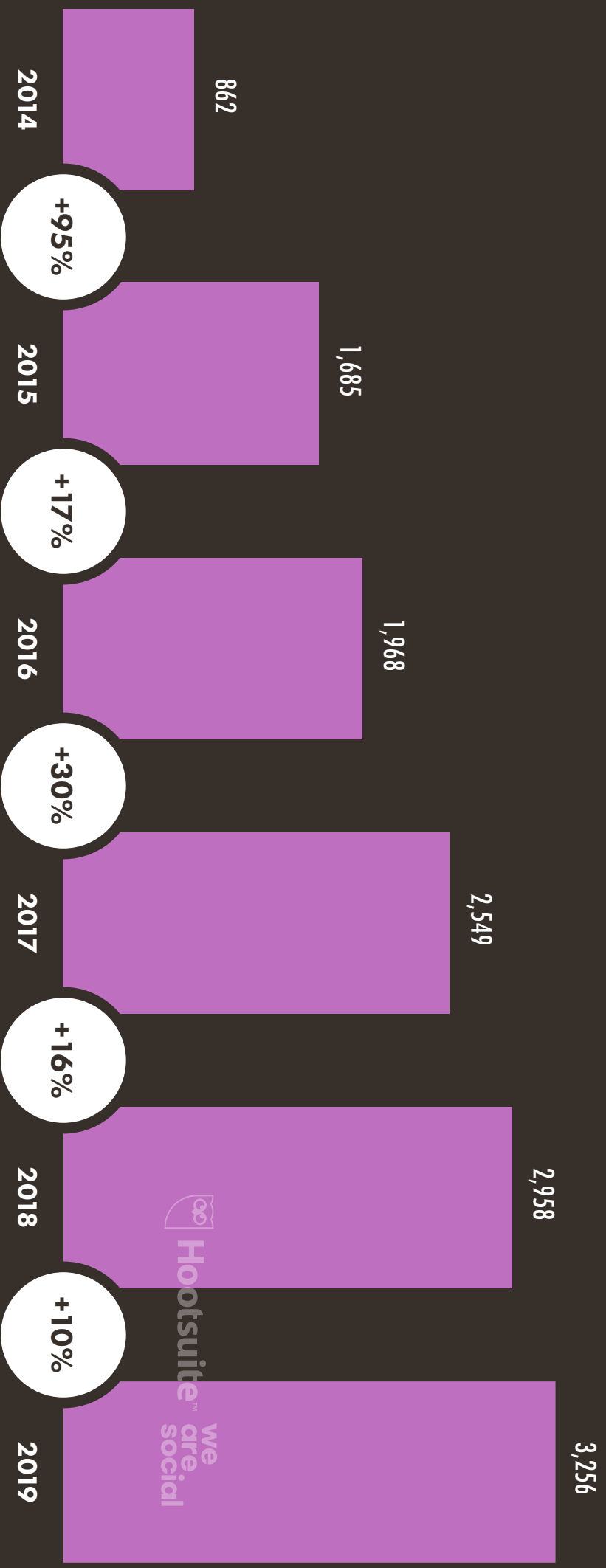
SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE BASED ON TOTAL POPULATION, REGARDLESS OF AGE.



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MOBILE SOCIAL MEDIA USERS OVER TIME

NUMBER OF MOBILE SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



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MOBILE SOCIAL MEDIA PENETRATION RANKING

BASED ON MOBILE SOCIAL MEDIA PENETRATION IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST PENETRATION	%	NO. OF USERS	#	LOWEST PENETRATION	%	NO. OF USERS
01	QATAR	99%	2,700,000	216	NORTH KOREA	0.04%	9,800
02	U.A.E.	92%	8,800,000	215	TURKMENISTAN	0.4%	21,000
03	TAIWAN	89%	21,000,000	214	CHAD	0.8%	120,000
04	SOUTH KOREA	85%	43,662,000	213	ERITREA	1.0%	53,000
05	BRUNEI	82%	360,000	212	SOUTH SUDAN	1.7%	220,000
06	CAYMAN IS.	81%	51,000	211	NIGER	2.0%	450,000
07	MALTA	81%	350,000	210	CENTRAL AFRICAN REP.	2.0%	97,000
08	MALDIVES	78%	350,000	209	TAJIKISTAN	2.6%	240,000
09	ARUBA	77%	82,000	208	MALAWI	2.6%	510,000
10	CYPRUS	77%	920,000	207	DEM. REP. OF CONGO	2.8%	2,400,000



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MOBILE SOCIAL MEDIA GROWTH RANKINGS

BASED ON THE YEAR-ON-YEAR CHANGE IN MOBILE SOCIAL MEDIA USERS IN COUNTRIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE INCREASE	▲ USERS	▲%	#	PERCENTAGE CHANGE	▲%	▲ USERS
01	CHINA	+95,325,000	+10%	01	WESTERN SAHARA	+442%	+106,000
02	INDIA	+60,000,000	+26%	02	ETHIOPIA	+56%	+2,000,000
03=	BRAZIL	+10,000,000	+8%	03	U.S. VIRGIN IS.	+55%	+12,000
03=	INDONESIA	+10,000,000	+8%	04	CUBA	+53%	+2,230,732
03=	PHILIPPINES	+10,000,000	+16%	05	KYRGYZSTAN	+48%	+310,000
06	VIETNAM	+8,000,000	+16%	06	KAZAKHSTAN	+44%	+1,100,000
07	JAPAN	+7,000,000	+10%	07	BURUNDI	+43%	+130,000
08=	MEXICO	+6,000,000	+8%	08	BURKINA FASO	+43%	+360,000
08=	NIGERIA	+6,000,000	+35%	09	TAJIKISTAN	+41%	+70,000
08=	SOUTH AFRICA	+6,000,000	+38%	10	SOUTH AFRICA	+38%	+6,000,000

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GLOBAL MOBILE USE

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MOBILE USERS vs. MOBILE CONNECTIONS

A COMPARISON OF UNIQUE MOBILE USERS TO MOBILE CONNECTIONS

NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



UNIQUE MOBILE
USERS AS A PERCENTAGE
OF TOTAL POPULATION



TOTAL NUMBER
OF MOBILE
CONNECTIONS



MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



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5.112
BILLION

67%

8.842
BILLION

115%

1.73



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PERSPECTIVE: MOBILE USERS vs. CONNECTIONS

COMPARING THE NUMBER OF UNIQUE INDIVIDUALS USING MOBILE PHONES TO THE NUMBER OF MOBILE CONNECTIONS

GSMA INTELLIGENCE DATA

TOTAL NUMBER
OF MOBILE USERS
(UNIQUE INDIVIDUALS)



5.1
BILLION

TOTAL NUMBER
OF MOBILE
CONNECTIONS



8.8
BILLION

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ERICSSON MOBILITY REPORT DATA

TOTAL NUMBER
OF MOBILE USERS
(UNIQUE INDIVIDUALS)



5.6
BILLION

TOTAL NUMBER
OF MOBILE
CONNECTIONS



7.9
BILLION



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MOBILE CONNECTIVITY BY REGION

THE NUMBER OF MOBILE CONNECTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE USERS)

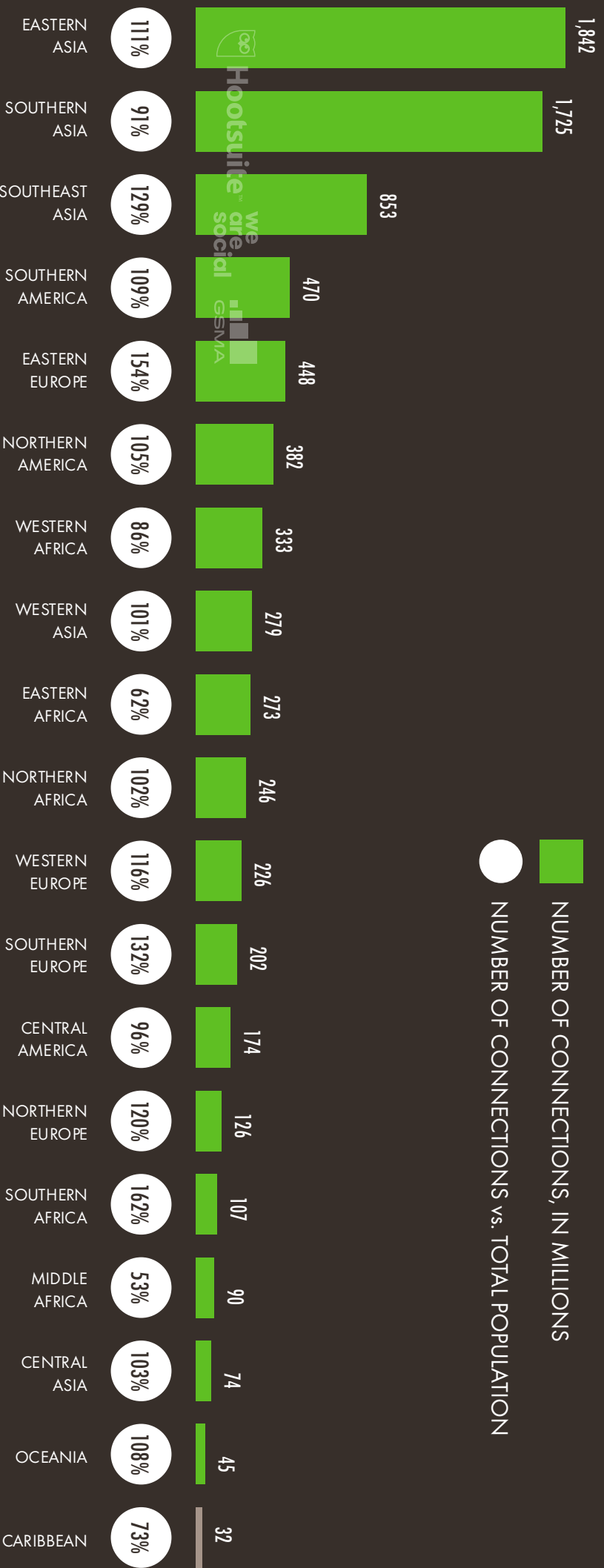


SOURCE: GSMA INTELLIGENCE (Q4 2018); KEPIOS ANALYSIS. **NOTES:** FIGURES ARE BASED ON COMPARISONS TO TOTAL POPULATION, REGARDLESS OF AGE. **ADVISORY:** MOBILE CONNECTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHHEME.

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MOBILE CONNECTIVITY: REGIONAL OVERVIEW

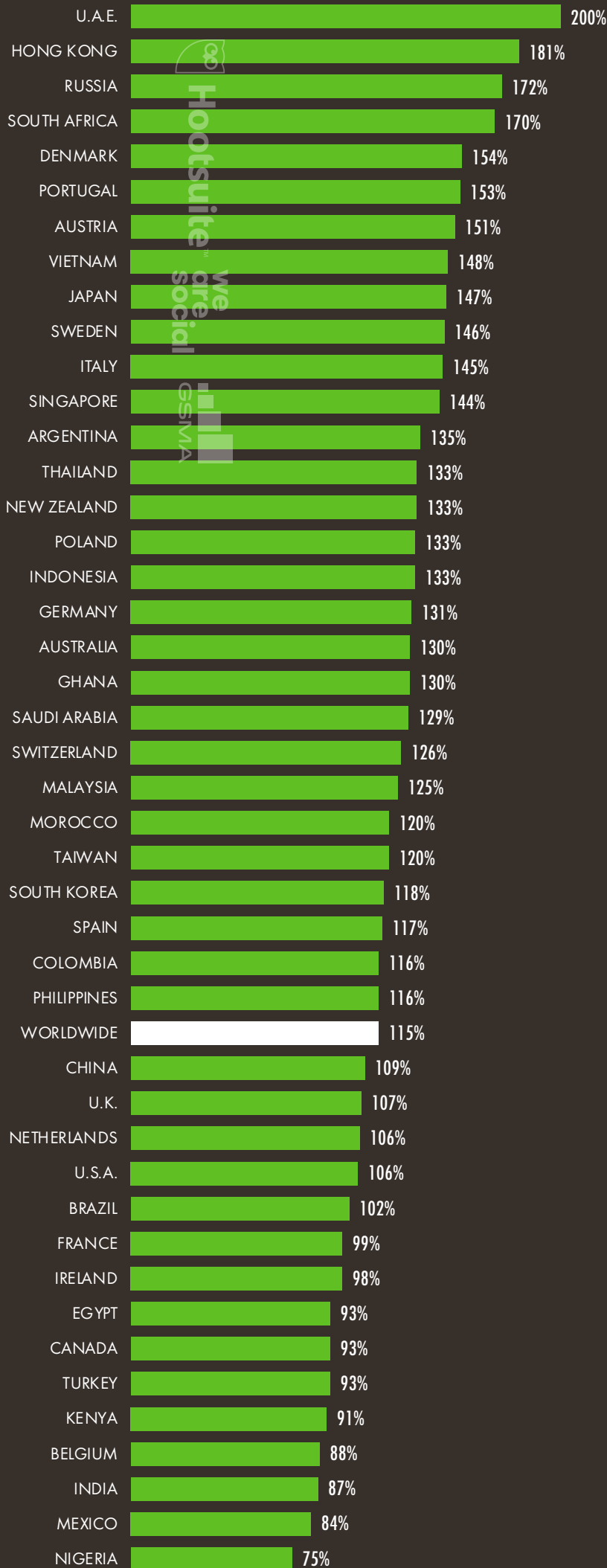
MOBILE CONNECTIONS (IN MILLIONS), AND MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION, BY REGION



**JAN
2019**

MOBILE CONNECTIVITY IN 2019

MOBILE CONNECTIONS BY COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION



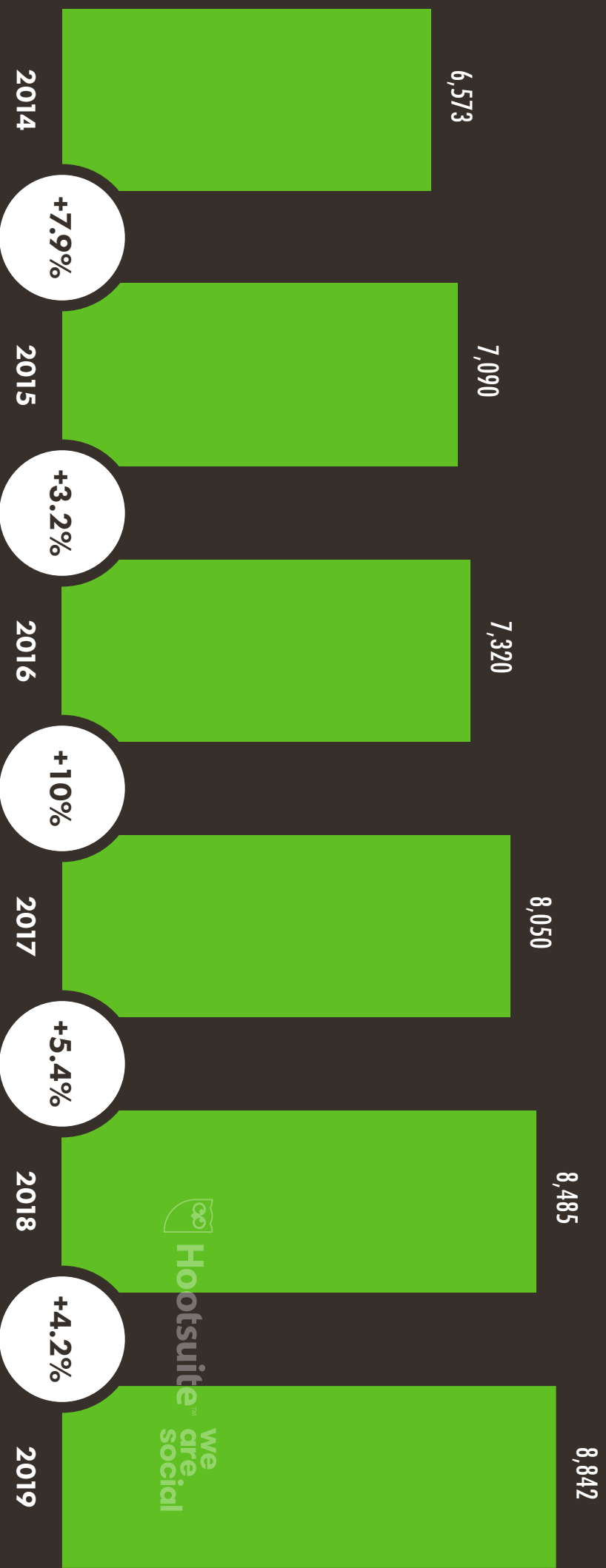
159

SOURCE: GSMA INTELLIGENCE (Q4 2018).

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MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CONNECTIONS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



SOURCES: THE NUMBERS REPORTED IN OUR GLOBAL DIGITAL REPORTS FOR THE RESPECTIVE YEAR, BASED ON NUMBERS FROM GSMA INTELLIGENCE. **NOTES:** FIGURES FOR SOME YEARS REFLECT CHANGES IN THE BASE DATA AS WELL AS CHANGES IN ACTUAL CONNECTIONS, WHICH MAY MEAN THAT YEAR-ON-YEAR COMPARISONS ARE LESS REPRESENTATIVE. TOTAL CONNECTION FIGURES ALSO INCLUDE IOT CELLULAR CONNECTIONS.

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MOBILE CONNECTIVITY RANKINGS

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	HIGHEST CONNECTIVITY	%	CONNECTIONS
01	MACAU	316%	2,010,818
02	MALDIVES	218%	977,496
03	U.A.E.	200%	19,227,673
04	U.S. VIRGIN IS.	198%	207,535
05	MONTENEGRO	197%	1,237,608
06	FINLAND	189%	10,511,515
07	HONG KONG	181%	13,521,946
08	ANTIGUA & BARBUDA	181%	187,169
09	SEYCHELLES	179%	170,713
10	COSTA RICA	178%	8,880,689

#	LOWEST CONNECTIVITY	%	CONNECTIONS
213	MARSHALL IS.	12%	6,129
212	ERITREA	13%	674,872
211	SOUTH SUDAN	14%	1,844,709
210	NORTH KOREA	17%	4,276,383
209	MICRONESIA	22%	23,734
208	MADAGASCAR	31%	8,304,675
207	PAPUA NEW GUINEA	32%	2,734,008
206	CHAD	37%	5,743,147
205	CUBA	40%	4,571,223
204	DJIBOUTI	41%	400,391

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2019

MOBILE CONNECTIVITY GROWTH: RELATIVE

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	PERCENTAGE CHANGE	▲ %	CONNECTIONS	#	PERCENTAGE CHANGE	▲ %	CONNECTIONS
01	BHUTAN	+24%	+172,252	11	ERITREA	+12%	+69,644
02	MONTENEGRO	+18%	+192,934	12	BAHRAIN	+11%	+270,815
03	LIBERIA	+15%	+412,239	13	GHANA	+11%	+3,847,263
04	KENYA	+15%	+5,945,298	14	ZAMBIA	+11%	+1,429,173
05	RWANDA	+14%	+1,212,594	15	FUJI	+10%	+113,189
06	VANUATU	+12%	+36,477	16	KIRIBATI	+10%	+5,282
07	SOMALIA	+12%	+823,859	17	MARSHALL IS.	+10%	+558
08	TOGO	+12%	+715,695	18	NORTH KOREA	+10%	+385,832
09	ISLE OF MAN	+12%	+11,633	19	SOUTH AFRICA	+10%	+8,786,116
10	NIGER	+12%	+1,026,424	20	SIERRA LEONE	+10%	+543,107

JAN
2019

MOBILE CONNECTIVITY GROWTH: ABSOLUTE

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

#	ABSOLUTE CHANGE	CONNECTIONS	▲%	#	ABSOLUTE CHANGE	CONNECTIONS	▲%
01	CHINA	+121,873,000	+9%	11	PHILIPPINES	+5,061,185	+4%
02	INDIA	+32,195,853	+3%	12	GHANA	+3,847,263	+11%
03	BANGLADESH	+12,957,986	+9%	13	MYANMAR	+3,803,249	+7%
04	NIGERIA	+10,234,915	+7%	14	MEXICO	+3,431,168	+3%
05	SOUTH AFRICA	+8,786,116	+10%	15	TANZANIA	+3,394,999	+8%
06	PAKISTAN	+8,152,350	+6%	16	SAUDI ARABIA	+3,338,657	+8%
07	JAPAN	+6,909,275	+4%	17	VIETNAM	+3,316,632	+2%
08	U.S.A.	+6,254,480	+2%	18	DEM. REP. OF CONGO	+3,274,354	+9%
09	KENYA	+5,945,298	+15%	19	NEPAL	+2,880,746	+8%
10	ETHIOPIA	+5,741,795	+9%	20	TURKEY	+2,871,262	+4%

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MOBILE CONNECTIVITY BY DEVICE

BASED ON MOBILE CONNECTIONS * ASSOCIATED WITH VARIOUS KINDS OF MOBILE DEVICE

MOBILE CONNECTIONS *
ASSOCIATED WITH
SMARTPHONES



SMARTPHONE
CONNECTIONS vs.
TOTAL CONNECTIONS *



MOBILE CONNECTIONS *
ASSOCIATED WITH
FEATURE PHONES



FEATURE PHONE
CONNECTIONS vs.
TOTAL CONNECTIONS *



5.453
BILLION

67%

2.444
BILLION

30%

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MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (**NOTE:** NOT UNIQUE INDIVIDUALS)

TOTAL NUMBER
OF MOBILE
CONNECTIONS



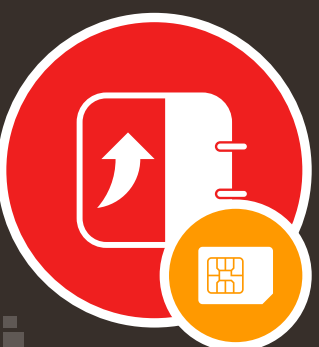
MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



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8.842

BILLION

115%

75%

25%

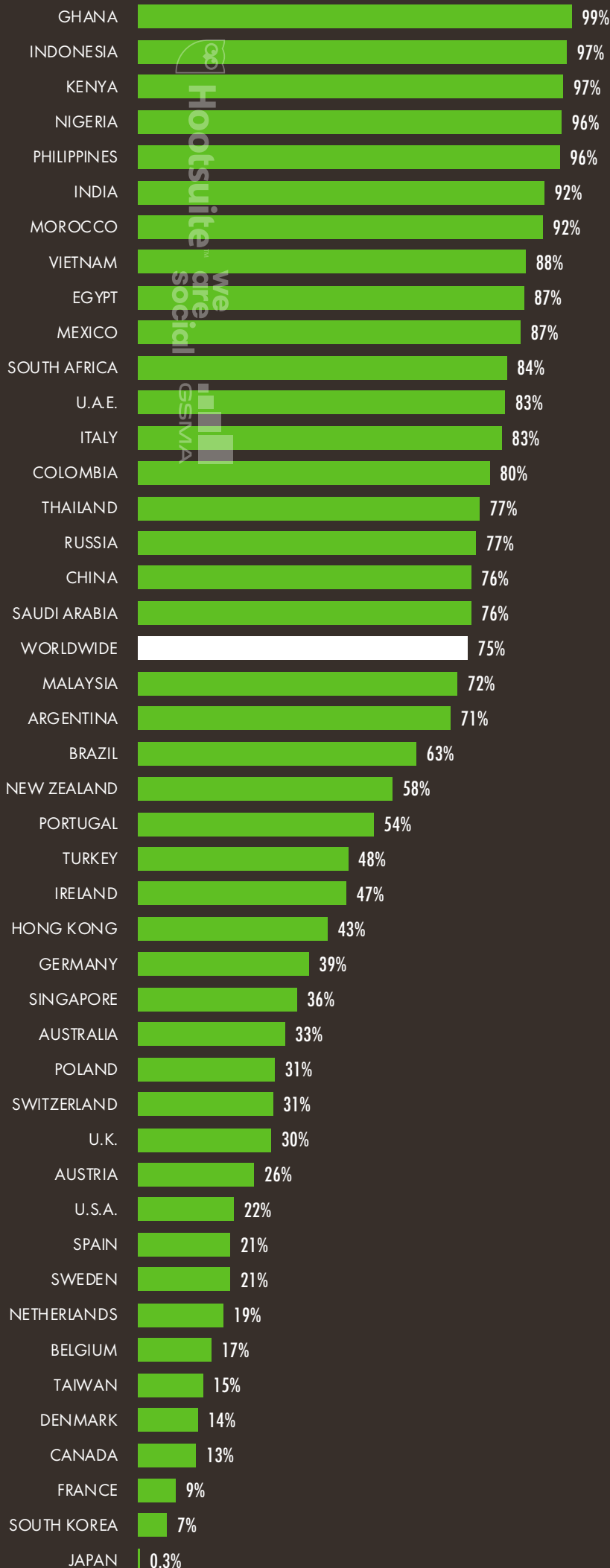
71%



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PRE-PAID SHARE OF MOBILE CONNECTIONS

MOBILE CONNECTIONS THAT ARE PAID IN ADVANCE, AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



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MOBILE CONNECTIONS: PRE-PAID vs. POST-PAID

BASED ON MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

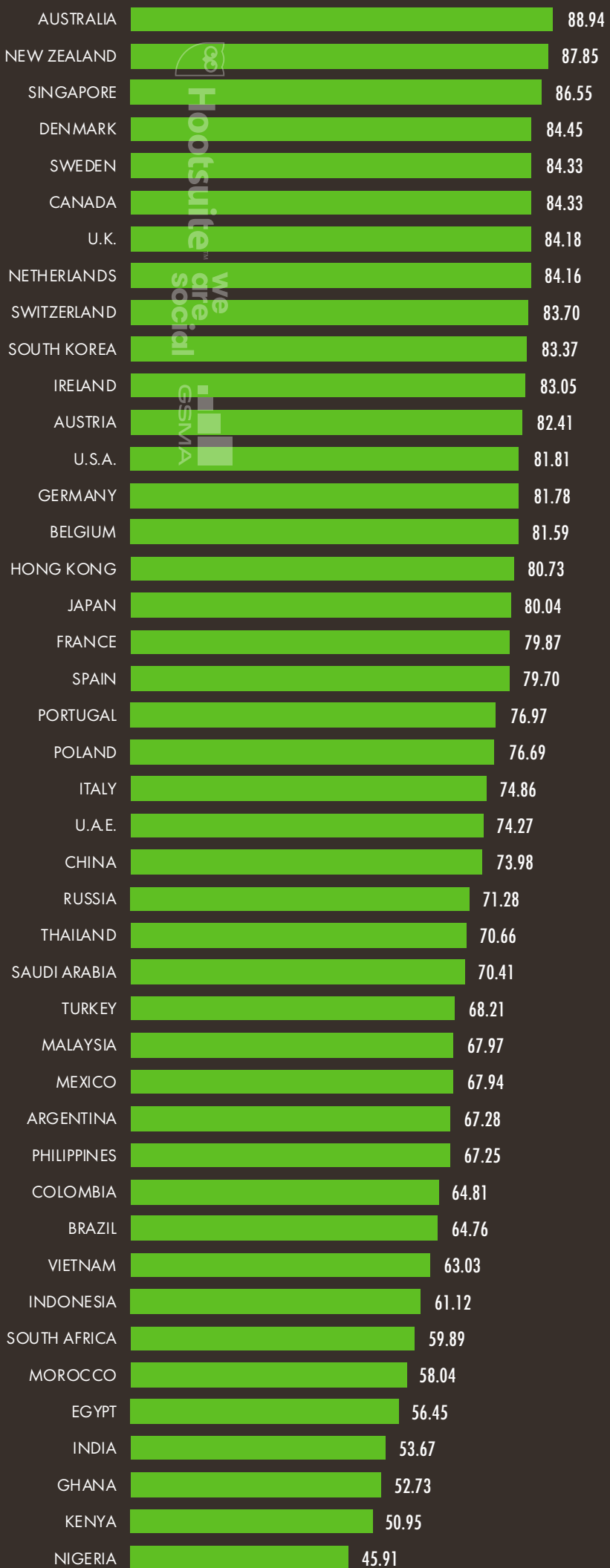
#	HIGHEST RATIO OF PRE-PAID	PRE-PAID SHARE	#	HIGHEST RATIO OF POST-PAID	POST-PAID SHARE
01 =	DJIBOUTI	100%	01	JAPAN	100%
01 =	NORTH KOREA	100%	02	SOUTH KOREA	94%
01 =	MARSHALL IS.	100%	03	FINLAND	92%
01 =	MICRONESIA	100%	04	FRANCE	91%
05	BURKINA FASO	100%	05	JERSEY	87%
06	CHAD	100%	06	CANADA	87%
07	BURUNDI	100%	07	DENMARK	86%
08	MALI	100%	08	ISRAEL	85%
09	GUINEA-BISSAU	100%	09	TAIWAN	85%
10	TIMOR-LESTE	99%	10	BULGARIA	84%

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GSMA INTELLIGENCE'S CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS BY COUNTRY (SCORES OUT OF A MAXIMUM OF 100)





GLOBAL MOBILE INTERNET USE

JAN
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BROADBAND MOBILE CONNECTIVITY

THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO TOTAL POPULATION (**NOTE:** NOT UNIQUE INDIVIDUALS*)

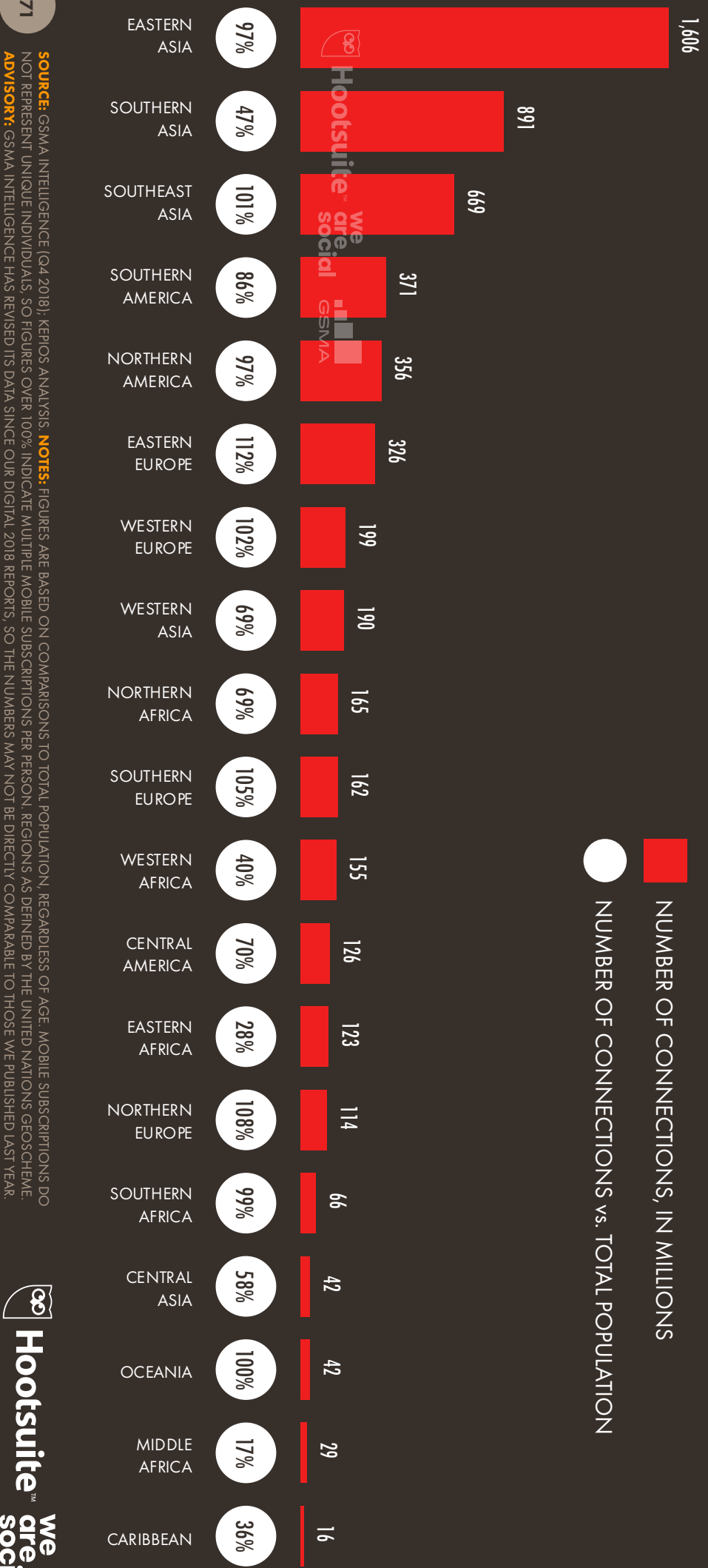


SOURCE: GSMA INTELLIGENCE (Q4 2018), KEPIOS ANALYSIS. ***NOTE:** FIGURES ARE BASED ON COMPARISONS TO TOTAL POPULATION, REGARDLESS OF AGE. MOBILE SUBSCRIPTIONS DO NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES OVER 100% INDICATE MULTIPLE MOBILE SUBSCRIPTIONS PER PERSON. REGIONS AS DEFINED BY THE UNITED NATIONS GEOSCHEME. **ADVISORY:** GSMA INTELLIGENCE HAS REVISED ITS DATA SINCE OUR DIGITAL 2018 REPORTS, SO THESE NUMBERS MAY NOT BE DIRECTLY COMPARABLE TO THOSE WE PUBLISHED LAST YEAR.

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MOBILE BROADBAND: REGIONAL OVERVIEW

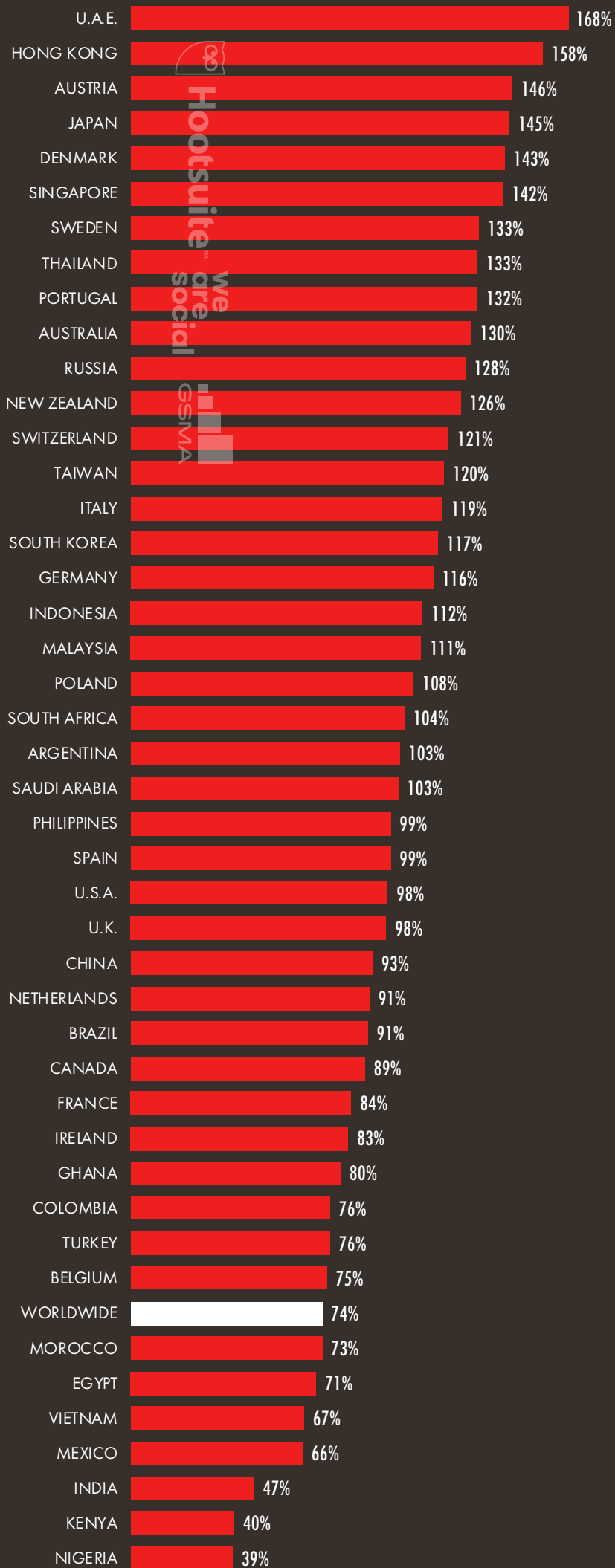
BROADBAND MOBILE CONNECTIONS (IN MILLIONS), AND AS A PERCENTAGE OF TOTAL POPULATION, BY REGION



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MOBILE BROADBAND CONNECTIVITY IN 2019

THE NUMBER OF BROADBAND MOBILE CONNECTIONS COMPARED TO TOTAL POPULATION (NOTE: NOT UNIQUE INDIVIDUALS*)



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MOBILE BROADBAND CONNECTIVITY RANKINGS

BASED ON BROADBAND MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. POPULATION

#	HIGHEST CONNECTIVITY	%	CONNECTIONS
01	MACAU	313%	1,994,329
02	FINLAND	168%	9,337,379
03	U.A.E.	168%	16,112,790
04	HONG KONG	158%	11,765,445
05	KUWAIT	154%	6,500,995
06	AUSTRIA	146%	12,768,475
07	JAPAN	145%	184,117,190
08	DENMARK	143%	8,249,179
09	SINGAPORE	142%	8,291,584
10	COSTA RICA	138%	6,844,347

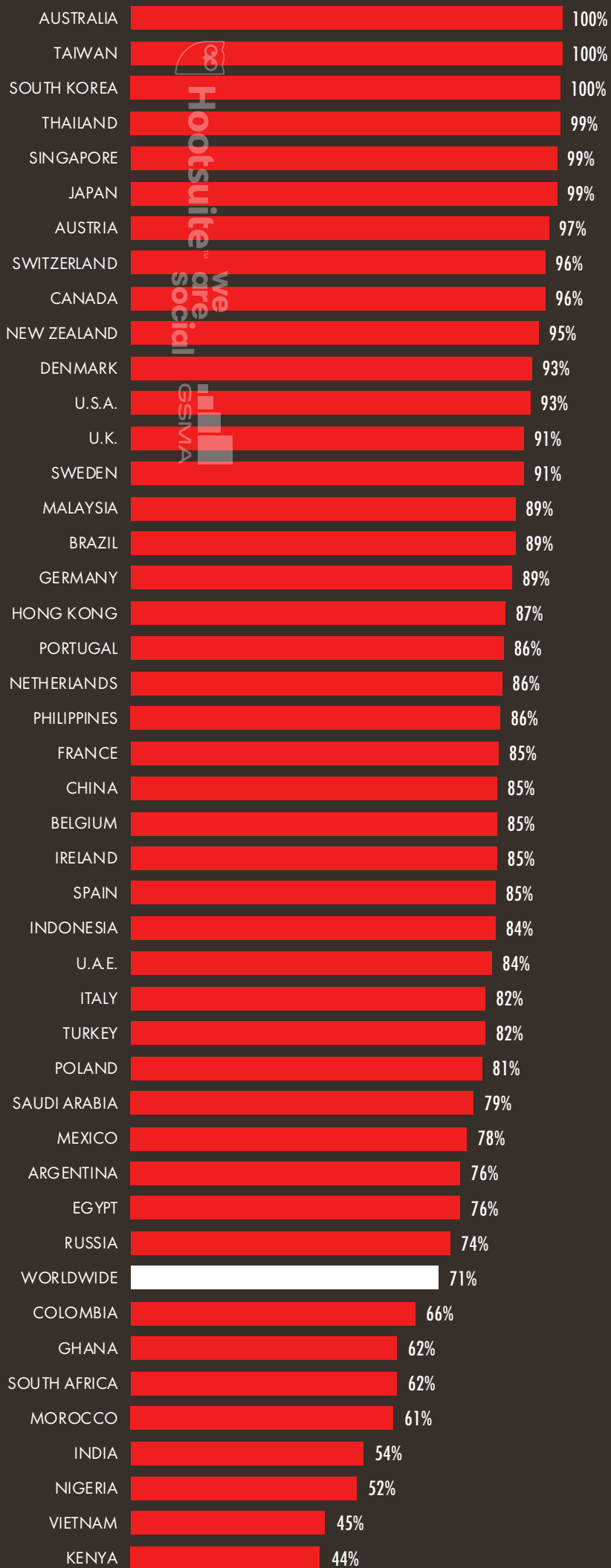
LOWEST RATIO OF 3G & 4G CONNECTIONS vs. POPULATION

#	LOWEST CONNECTIVITY	%	CONNECTIONS
212	MARSHALL IS.	0.5%	245
211	CUBA	0.8%	91,424
210	COMOROS	1.5%	12,868
209	EQUATORIAL GUINEA	1.9%	25,692
208	MICRONESIA	3.7%	3,954
207	SOUTH SUDAN	5.0%	654,872
206	PALESTINE	5.3%	271,437
205	NIGER	6.8%	1,554,141
204	CHAD	6.9%	1,082,583
203	CENTRAL AFRICAN REP.	7.6%	365,189

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BROADBAND SHARE OF MOBILE CONNECTIONS

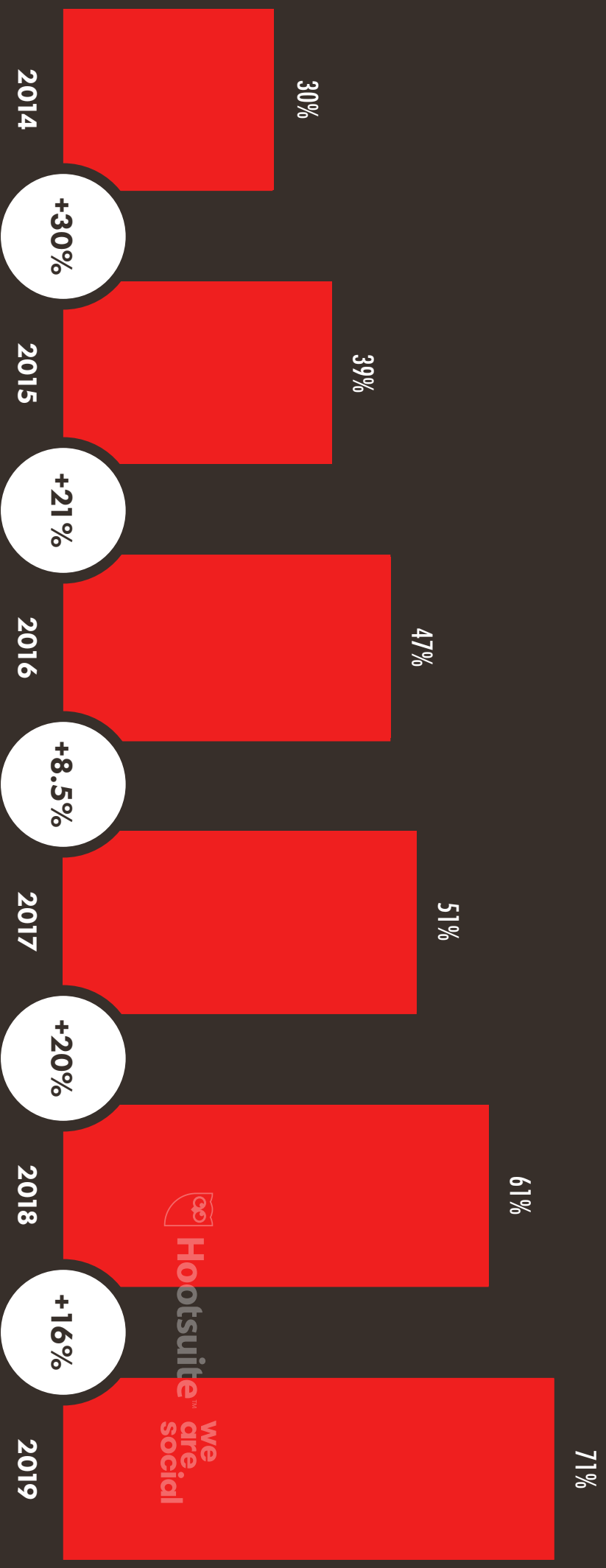
3G & 4G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS



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BROADBAND'S SHARE OF CONNECTIONS OVER TIME

3G & 4G MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL MOBILE CONNECTIONS, WITH YEAR-ON-YEAR CHANGE



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MOBILE BROADBAND vs. ALL CONNECTIONS

BASED ON BROADBAND MOBILE CONNECTIONS IN COUNTRIES / TERRITORIES WITH POPULATIONS OVER 50,000

HIGHEST RATIO OF 3G & 4G CONNECTIONS vs. ALL CONNECTIONS

#	HIGHEST BROADBAND RATIO	%	CONNECTIONS
01 =	AUSTRALIA	100%	32,473,712
01 =	NORTH KOREA	100%	4,276,383
01 =	TAIWAN	100%	28,475,633
04	SOUTH KOREA	100%	60,191,214
05	THAILAND	99%	91,828,797
06	MACAU	99%	1,994,329
07	SINGAPORE	99%	8,291,584
08	JAPAN	99%	184,117,190
09	AUSTRIA	97%	12,768,475
10	SWITZERLAND	96%	10,407,200

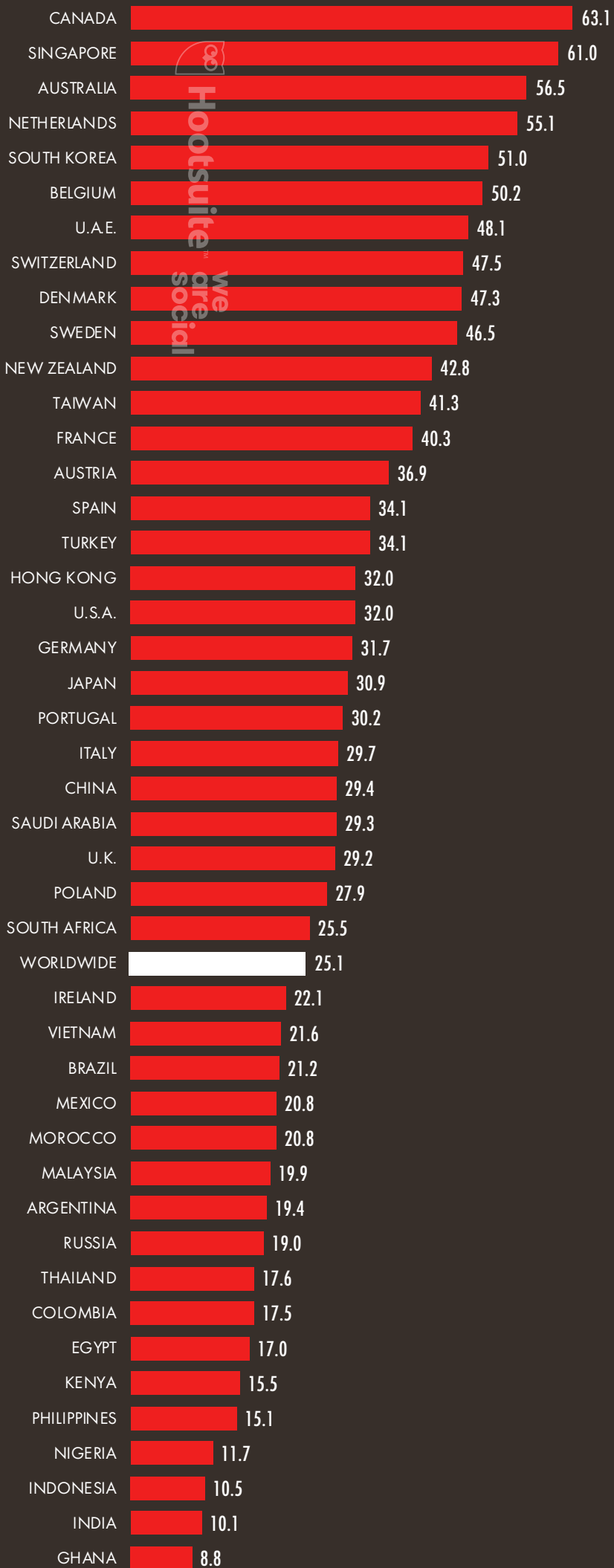
LOWEST RATIO OF 3G & 4G CONNECTIONS vs. ALL CONNECTIONS

#	LOWEST BROADBAND RATIO	%	CONNECTIONS
212	CUBA	2.0%	91,424
211	COMOROS	3.0%	12,868
210	EQUATORIAL GUINEA	4.0%	25,692
209	MARSHALL IS.	4.0%	245
208	PALESTINE	6.3%	271,437
207	GREENLAND	8.8%	5,097
206	YEMEN	14%	2,642,378
205	NIGER	16%	1,554,141
204	GRENADA	16%	20,721
203	MICRONESIA	17%	3,954

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AVERAGE MOBILE INTERNET CONNECTION SPEEDS

AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS, IN MBPS

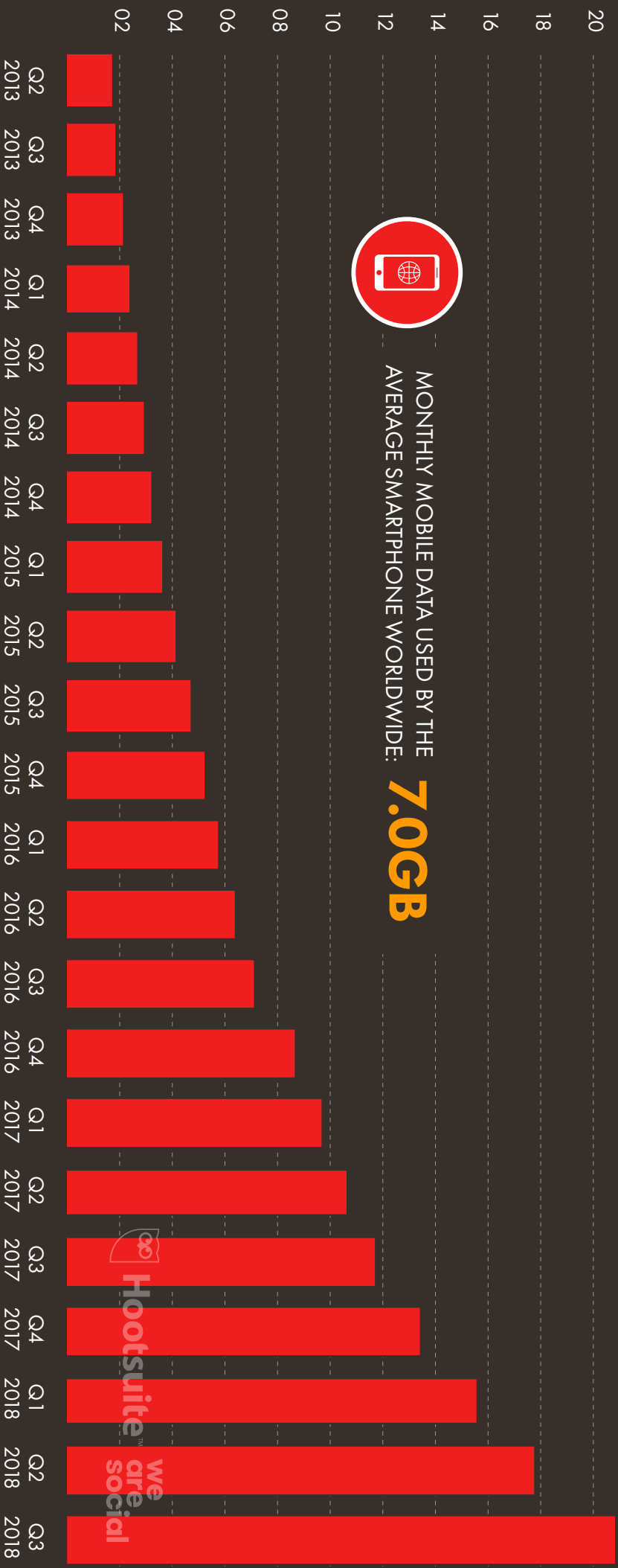


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EVOLUTION OF MOBILE DATA CONSUMPTION

TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)

MONTHLY MOBILE DATA USED BY THE
AVERAGE SMARTPHONE WORLDWIDE: **7.0GB**



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MOBILE DATA TRAFFIC BY REGION

TOTAL MONTHLY MOBILE DATA TRAFFIC TO SMARTPHONES, BY REGION

LATIN
AMERICA



2.09

BILLION
GIGABYTES

ANNUAL CHANGE:

+45%

NORTH
AMERICA



3.57

BILLION
GIGABYTES

ANNUAL CHANGE:

+32%

ASIA-
PACIFIC



19.43

BILLION
GIGABYTES

ANNUAL CHANGE:

+29%

MIDDLE EAST
& AFRICA



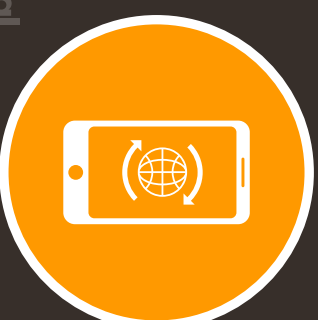
2.56

BILLION
GIGABYTES

ANNUAL CHANGE:

+57%

WESTERN, CENTRAL,
& EASTERN EUROPE



4.87

BILLION
GIGABYTES

ANNUAL CHANGE:

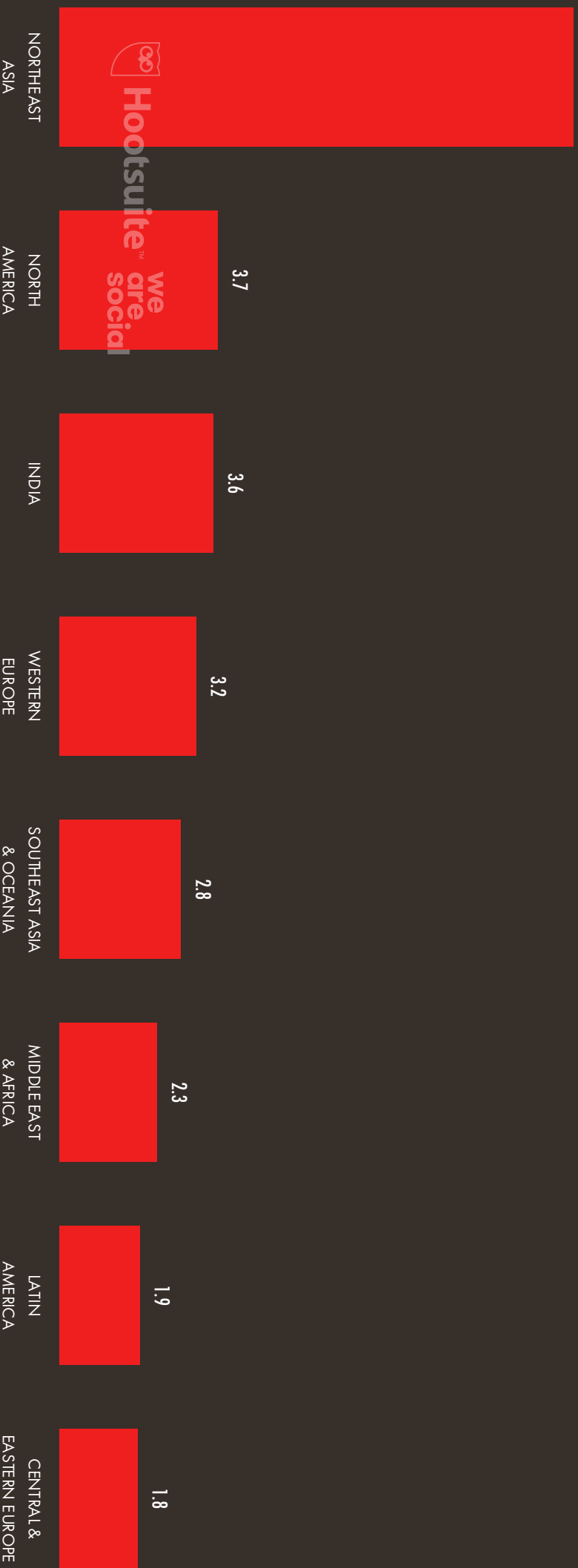
+45%

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MONTHLY MOBILE DATA USE BY REGION

THE AVERAGE TOTAL AMOUNT OF MOBILE DATA CONSUMED EACH MONTH BY REGION, IN EXABYTES (BILLIONS OF GIGABYTES)

12.1



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SHARE OF FACEBOOK ACCESS BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF GLOBAL FACEBOOK USERS ACCESSING VIA SMARTPHONES AND / OR TABLETS

PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA ANDROID DEVICES



PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING
VIA APPLE IOS DEVICES



PERCENTAGE OF MOBILE
FACEBOOK USERS ACCESSING VIA
OTHER MOBILE OPERATING SYSTEMS



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76.9%

14.1%

9.1%

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MOBILE APPS: GLOBAL TRENDS

GLOBAL APP DOWNLOADS, AND THE VALUE OF THE GLOBAL MOBILE APP MARKET IN U.S. DOLLARS, INCLUDING ANNUAL TRENDS

NUMBER OF MOBILE APPS
DOWNLOADED WORLDWIDE
IN 2018 (ALL PLATFORMS)



ANNUAL GROWTH IN
THE NUMBER OF MOBILE
APPS DOWNLOADED



TOTAL VALUE OF GLOBAL
CONSUMER SPEND ON
MOBILE APPS IN 2018



ANNUAL GROWTH IN VALUE
OF GLOBAL CONSUMER
SPEND ON MOBILE APPS



AVERAGE CONSUMER
SPEND ON MOBILE APPS
PER SMARTPHONE* IN 2018



194
BILLION

+9%

\$101
BILLION

+23%

\$20.15



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MOBILE APPS: GLOBAL CATEGORY RANKINGS

RANKINGS OF MOBILE APP CATEGORIES BY TOTAL GLOBAL DOWNLOADS AND ANNUAL GLOBAL CONSUMER SPEND

GOOGLE PLAY: 2018 DOWNLOADS

GOOGLE PLAY: 2018 SPEND

iOS: 2018 DOWNLOADS

iOS: 2018 SPEND

#	APP CATEGORY	#	APP CATEGORY	#	APP CATEGORY	#	APP CATEGORY
01	GAMES	01	GAMES	01	GAMES	01	GAMES
02	TOOLS	02	SOCIAL	02	PHOTO & VIDEO	02	ENTERTAINMENT
03	ENTERTAINMENT	03	ENTERTAINMENT	03	ENTERTAINMENT	03	SOCIAL NETWORKING
04	COMMUNICATION	04	LIFESTYLE	04	UTILITIES	04	MUSIC
05	PHOTOGRAPHY	05	MUSIC & AUDIO	05	SOCIAL NETWORKING	05	PHOTO & VIDEO
06	SOCIAL	06	PRODUCTIVITY	06	SHOPPING	06	LIFESTYLE
07	MUSIC & AUDIO	07	COMMUNICATION	07	LIFESTYLE	07	HEALTH & FITNESS
08	VIDEO PLAYERS & EDITORS	08	HEALTH & FITNESS	08	FINANCE	08	PRODUCTIVITY
09	PRODUCTIVITY	09	DATING	09	PRODUCTIVITY	09	BOOKS
10	SHOPPING	10	EDUCATION	10	EDUCATION	10	EDUCATION

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GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2018

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	FACEBOOK	FACEBOOK
02	WHATSAPP MESSENGER	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	WECHAT	TENCENT
05	INSTAGRAM	FACEBOOK
06	QQ	TENCENT
07	ALIPAY	ANT FINANCIAL SERVICES
08	TAOBAO	ALIBABA GROUP
09	WIFI MASTER KEY	LINKSURE
10	BAIDU	BAIDU

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	ANIPOP	HAPPY ELEMENTS
02	HONOUR OF KINGS	TENCENT
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	CLASH OF CLANS	SUPERCELL
05	PUBG: EXCITING BATTLEFIELD	TENCENT
06	PUBG MOBILE	TENCENT
07	CLASH ROYALE	SUPERCELL
08	POKÉMON GO	NIANTIC
09	SUBWAY SURFERS	KILOO
10	HELIX JUMP	VOODOO

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GLOBAL MOBILE APP RANKINGS: DOWNLOADS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY THE NUMBER OF DOWNLOADS IN 2018

RANKING OF MOBILE APPS BY DOWNLOADS

#	APP NAME	DEVELOPER
01	FACEBOOK MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	WHATSAPP MESSENGER	FACEBOOK
04	TIKTOK (DOUYIN)	TOUTIAO
05	INSTAGRAM	FACEBOOK
06	UC BROWSER	ALIBABA GROUP
07	SHAREIT	SHAREIT
08	SNAPCHAT	SNAP
09	NETFLIX	NETFLIX
10	SPOTIFY	SPOTIFY

RANKING OF MOBILE GAMES BY DOWNLOADS

#	APP NAME	DEVELOPER
01	HELIX JUMP	WOODOO
02	SUBWAY SURFERS	KILOO
03	PUBG MOBILE	TENCENT
04	FREE FIRE	SEA
05	RISE UP	SERKAN OZYILMAZ
06	LOVE BALLS	SUPERTAPX
07	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
08	HAPPY GLASS	APPLOVIN
09	SNIPER 3D ASSASSIN	TFG CO
10	KICK THE BUDDY	PLAYGENDARY

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GLOBAL MOBILE APP RANKINGS: REVENUE

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL REVENUE GENERATED IN 2018

RANKING OF MOBILE APPS BY REVENUE

#	APP NAME	DEVELOPER
01	NETFLIX	NETFLIX
02	TINDER	INTERACTIVECORP (IAC)
03	TENCENT VIDEO	TENCENT
04	IQIYI	BAIDU
05	PANDORA MUSIC	PANDORA
06	KWAH (快手)	ONESMILE
07	YOUTUBE	GOOGLE
08	YOUKU	ALIBABA GROUP
09	LINE	LINE
10	HBO NOW	TIME WARNER

RANKING OF MOBILE GAMES BY REVENUE

#	APP NAME	DEVELOPER
01	FATE/GRAND ORDER	SONY
02	HONOUR OF KINGS	TENCENT
03	MONSTER STRIKE	MIXI
04	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
05	LINEAGE M	NCSOFT
06	FANTASY WESTWARD JOURNEY	NETEASE
07	POKÉMON GO	NIANTIC
08	DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO
09	CLASH OF CLANS	SUPERCCELL
10	CLASH ROYALE	SUPERCCELL

WE ARE SOCIAL'S PERSPECTIVE: MOBILE IN 2019

More smartphone users, faster data connections, and improved camera, AI, and AR functionality will accelerate streaming and shopping trends.



RIGHT NOW CROWD

In 2018, live-streamed video snared consumers and kept them hooked long after the content had finished. 20% of the videos on Facebook are now Live and users spend 3x times longer watching this content compared to saved video. Now brands have a chance to reel them in.



M-COMMERCE EVERYWHERE

As mobile increases its share of social, S-commerce means M-commerce. Meanwhile dedicated apps, integrated payment systems and bio-security features make purchase increasingly seamless - in both physical and virtual retail spaces.



TECH TOOLS FOR SHOPPING

Beyond (or before) the transaction, shopping will be enhanced by technologies being added to our smartphones: AR 'lenses' for visualising purchases, voice-powered shopping, and conversational AI building your shopping list within a messaging app.

Learn more about these and other [Trends to watch in 2019](#).

HOOTSUITE'S PERSPECTIVE: MOBILE THEMES



Mobile video continues to dominate on social channels. But marketers are struggling to keep up with the demand for video content. 52% of respondents to [Hootsuite's 2019 Social Trends survey](#) cited a "lack of video creation (skills or budget)" as a key challenge for 2019.



The good news is that many brands are finding success with **lo-fi mobile storytelling**. The Guardian, Dunkin' Donuts, and WeWork are early adopters of lo-fi content in Instagram Stories, trading traditional video production for quick content created and consumed entirely on mobile.

[Click here](#) to download Hootsuite's **Social Trends 2019 Toolkit** and get best-in-class examples of brands using mobile video.



GLOBAL E-COMMERCE USE

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FINANCIAL INCLUSION FACTORS: GLOBAL OVERVIEW

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



we
are
social

69%

HAS A
CREDIT CARD



18%

HAS A MOBILE
MONEY ACCOUNT



we
are
social

4.4%

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



29%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



17%

PERCENTAGE OF MEN
WITH A CREDIT CARD



we
are
social

20%

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



28%

PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



30%

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E-COMMERCE ACTIVITIES

PERCENTAGE OF **INTERNET USERS** WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



global
web
index

PURCHASED A
PRODUCT OR SERVICE
ONLINE (ANY DEVICE)



we
are
social

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



84%

91%

75%

42%

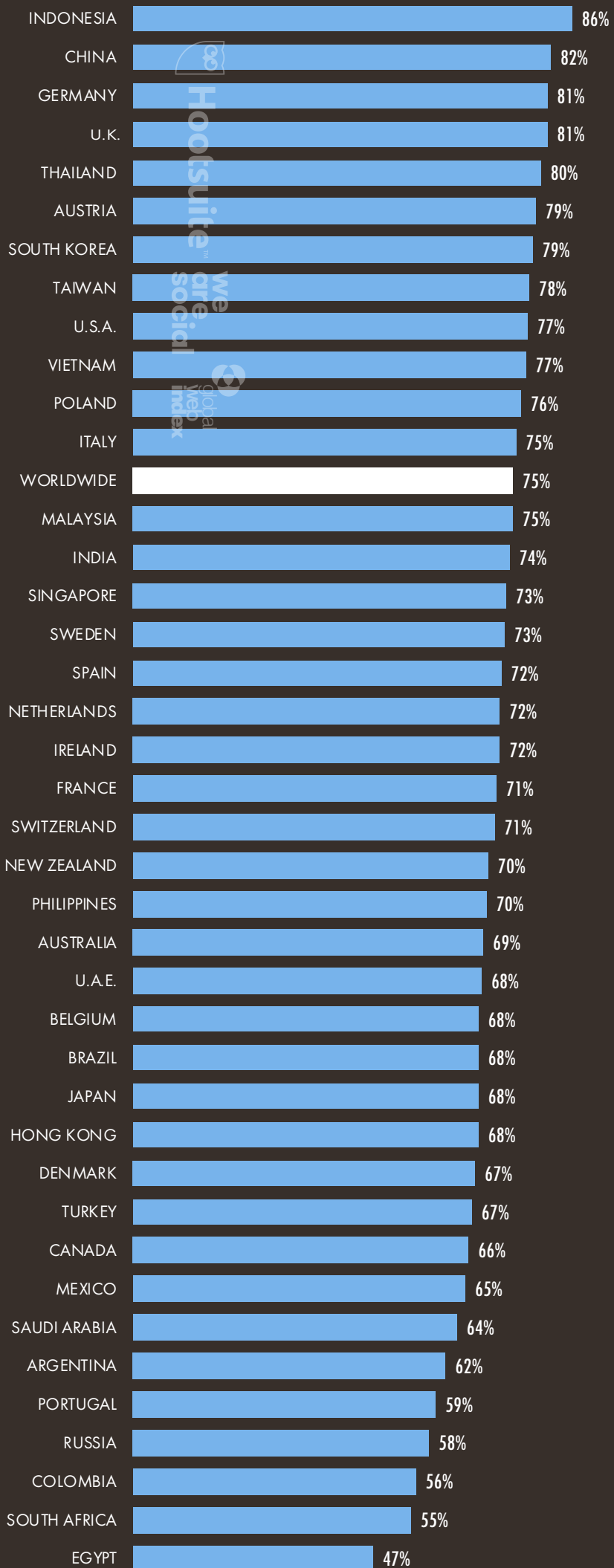
55%



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E-COMMERCE USE AMONGST INTERNET USERS

PERCENTAGE OF **INTERNET USERS** WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH [SURVEY-BASED]



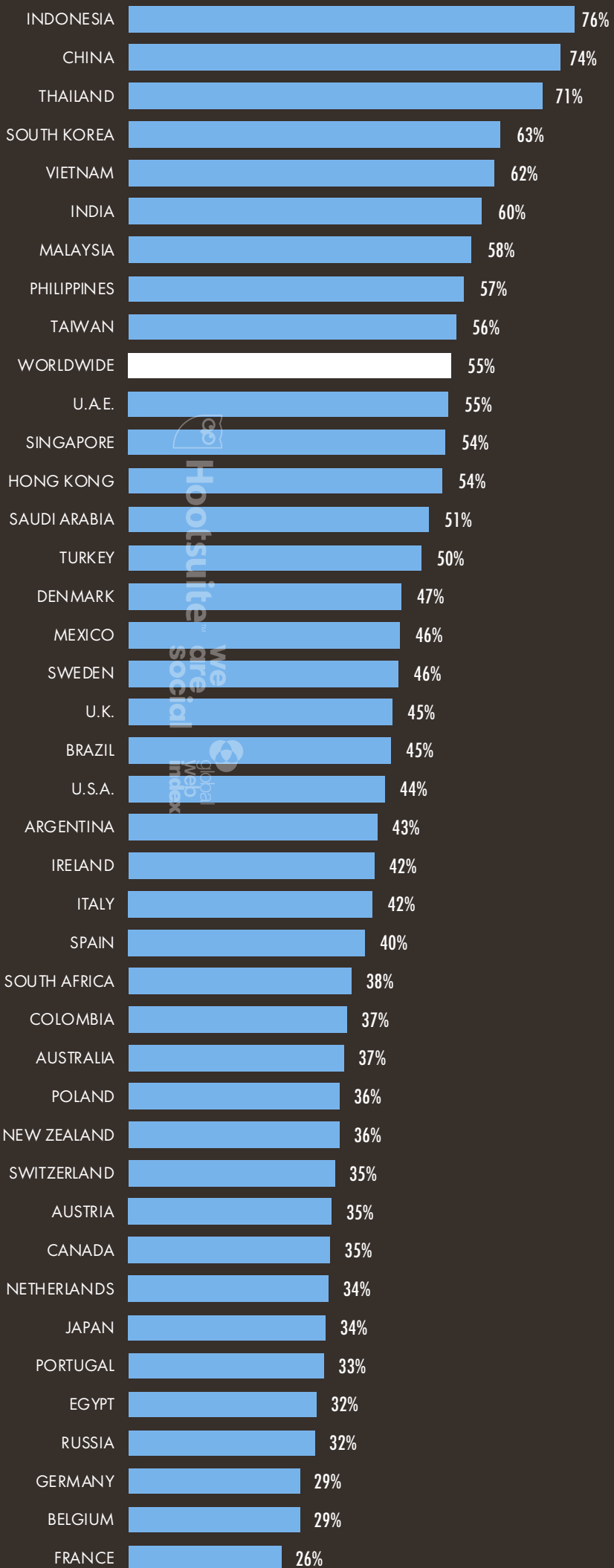
192

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018); KEPLOS ANALYSIS, BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

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M-COMMERCE USE AMONGST INTERNET USERS

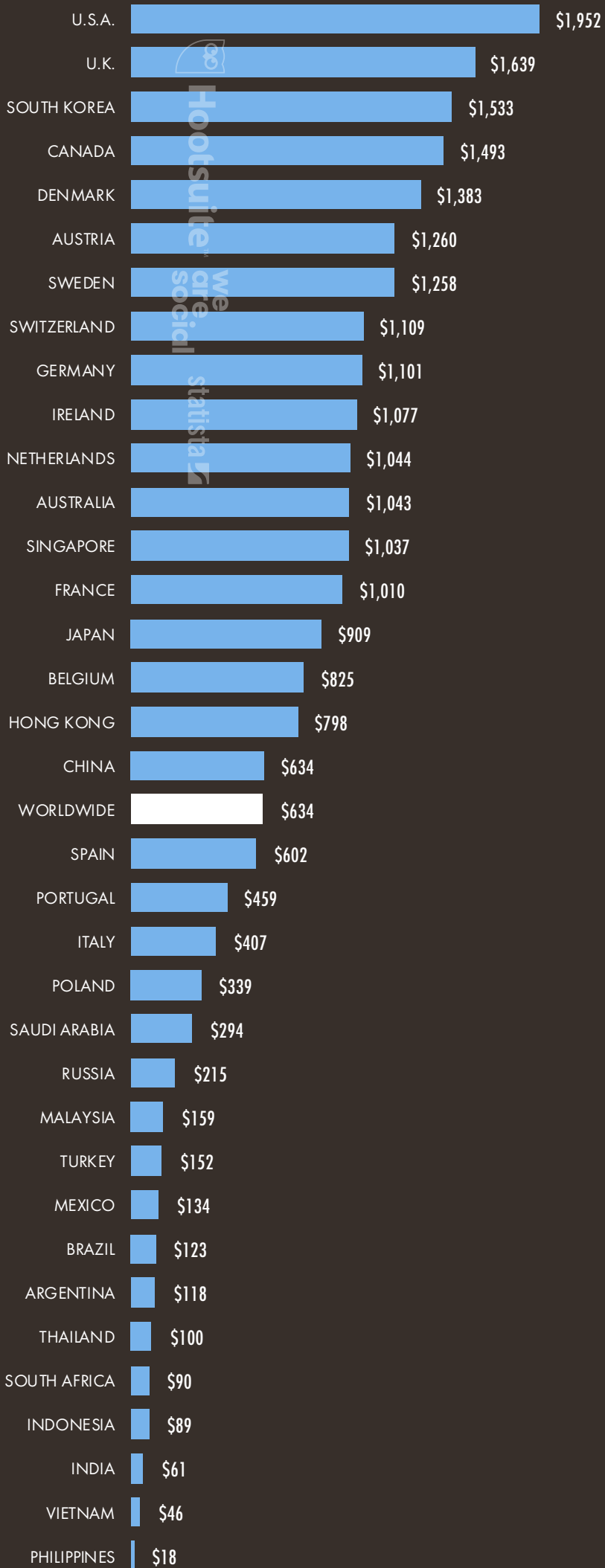
PERCENTAGE OF **INTERNET USERS** WHO BOUGHT SOMETHING ONLINE VIA A MOBILE PHONE IN THE PAST MONTH [SURVEY-BASED]



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E-COMMERCE ARPU: CONSUMER GOODS

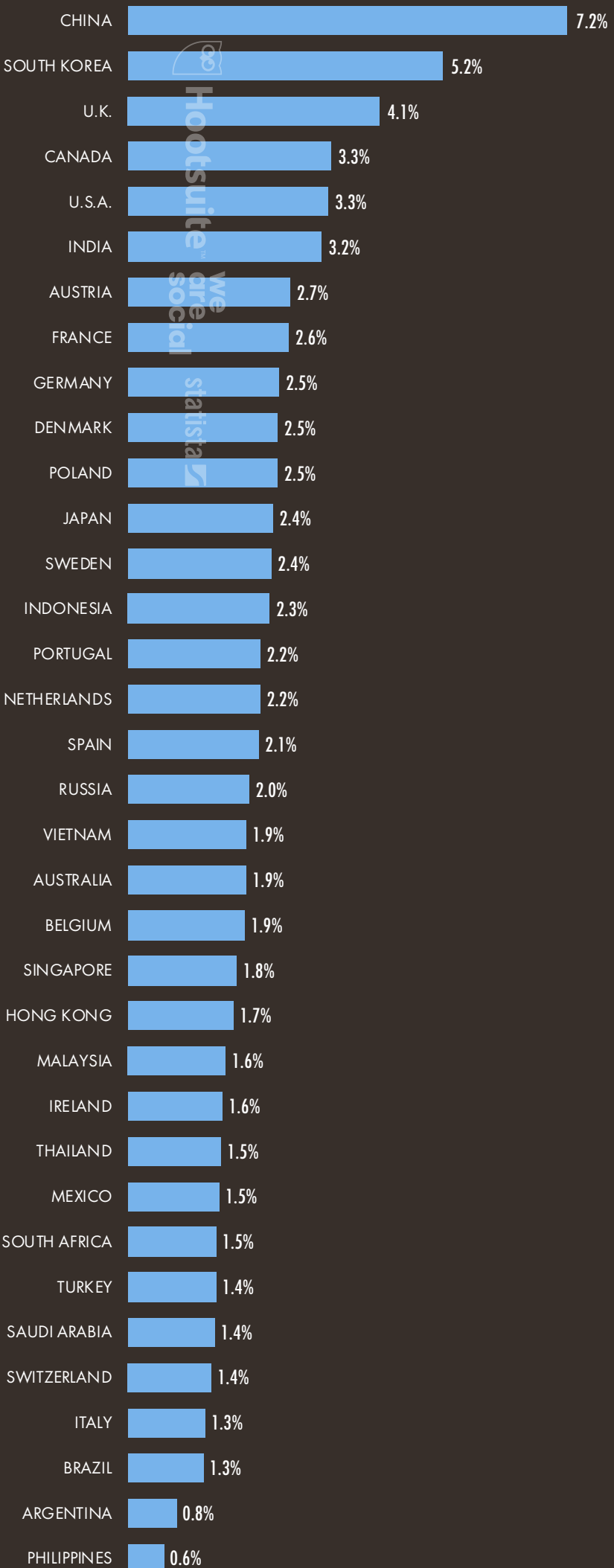
AVERAGE AMOUNT SPENT ON E-COMMERCE PURCHASES OF CONSUMER GOODS BY EACH E-COMMERCE USER IN 2018, IN U.S. DOLLARS



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E-COMMERCE CONSUMER ARPU vs. GDP PER CAPITA

AVERAGE AMOUNT SPENT ON E-COMMERCE PURCHASES OF **CONSUMER GOODS** BY EACH E-COMMERCE USER IN 2018, vs. GDP PER CAPITA



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GLOBAL E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN U.S. DOLLARS

FASHION
& BEAUTY



we
are
social

\$524.9

BILLION

ELECTRONICS &
PHYSICAL MEDIA



statista

\$392.6

BILLION

FOOD &
PERSONAL CARE



we
are
social

\$209.5

BILLION

FURNITURE &
APPLIANCES



\$272.5

BILLION

TOYS, DIY
& HOBBIES



statista

\$386.2

BILLION

TRAVEL (INCLUDING
ACCOMMODATION)



we
are
social

\$750.7

BILLION

DIGITAL
MUSIC



we
are
social

\$12.05

BILLION

VIDEO
GAMES



\$70.56

BILLION

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GLOBAL E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD

FASHION
& BEAUTY



we
are
social

+17%

ELECTRONICS &
PHYSICAL MEDIA



statista

+11%

FOOD &
PERSONAL CARE



we
are
social

+15%

FURNITURE &
APPLIANCES



+15%

TOYS, DIY
& HOBBIES



statista

+15%

TRAVEL (INCLUDING
ACCOMMODATION)



we
are
social

+11%

DIGITAL
MUSIC



we
are
social

+4.2%

VIDEO
GAMES



+6.3%

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E-COMMERCE DETAIL: CONSUMER GOODS

OVERVIEW OF THE E-COMMERCE MARKET FOR **CONSUMER GOODS**, WITH VALUES IN U.S. DOLLARS

TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA E-COMMERCE



PENETRATION OF CONSUMER
GOODS E-COMMERCE
(TOTAL POPULATION)



VALUE OF THE CONSUMER
GOODS E-COMMERCE MARKET
(TOTAL ANNUAL SALES REVENUE)



AVERAGE ANNUAL REVENUE
PER USER OF CONSUMER
GOODS E-COMMERCE (ARPU)



2.818
BILLION



statista

37%



we
are.
social

\$1.786
TRILLION

YEAR-ON-YEAR CHANGE:

+3.1%

YEAR-ON-YEAR CHANGE:

+14%

YEAR-ON-YEAR CHANGE:

+11%

\$634



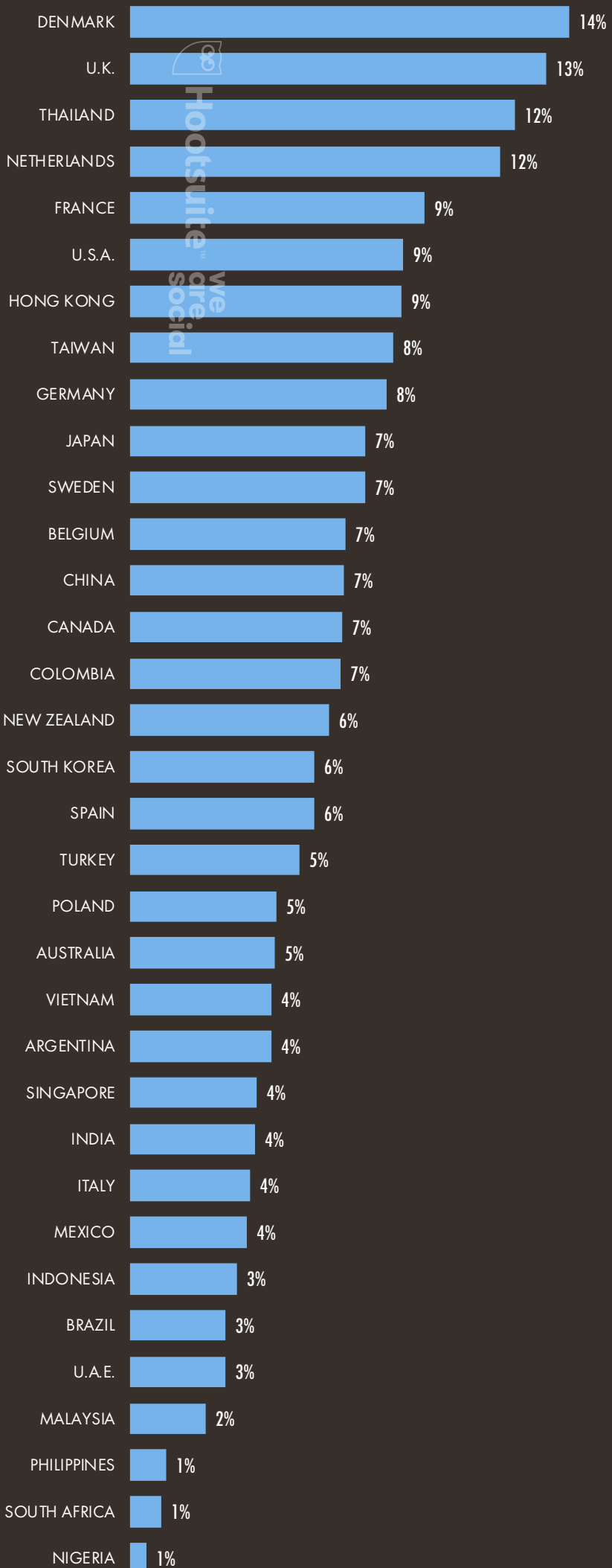
Hootsuite™

we
are.
social

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E-COMMERCE SPEND vs. TOTAL RETAIL SPEND

ANNUAL PER-CAPITA SPEND ON E-COMMERCE PURCHASES, AS A PERCENTAGE OF COMBINED PER-CAPITA SPEND ACROSS E-COMMERCE AND P.O.S.



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2019

TOP GOOGLE SHOPPING QUERIES

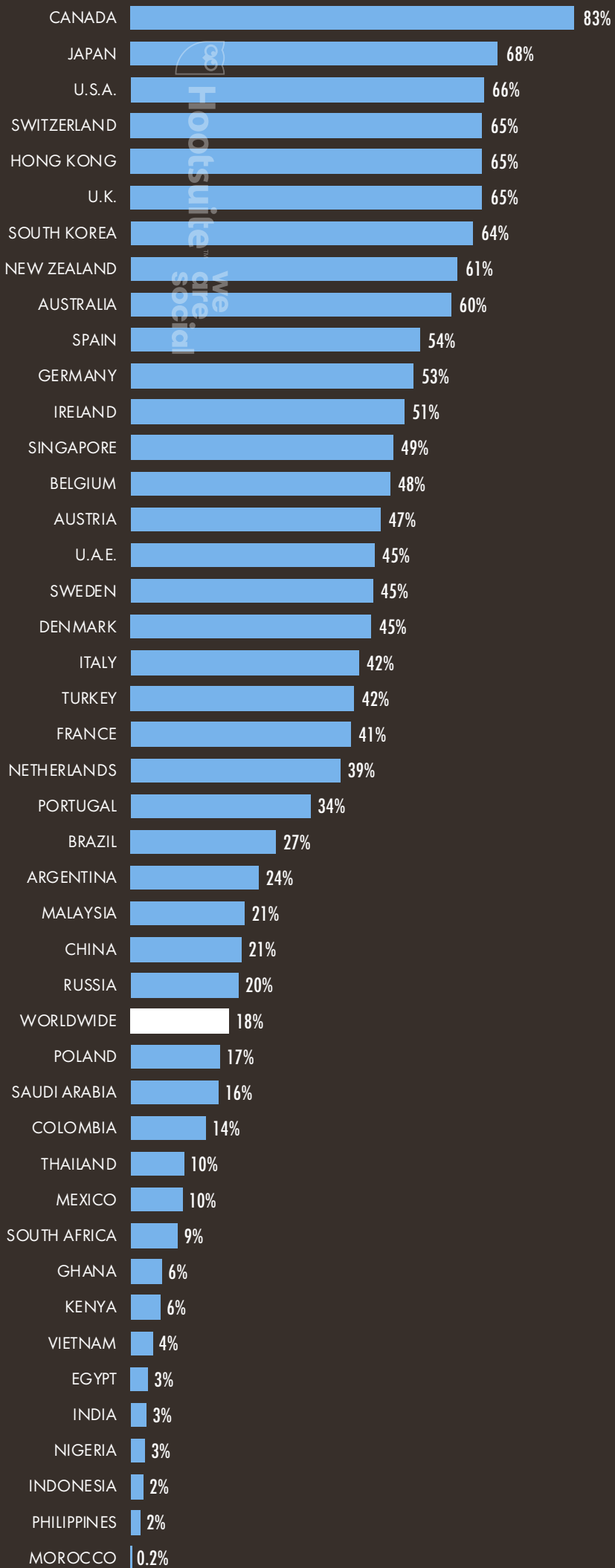
BASED ON SEARCHES THROUGHOUT 2018

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	AMAZON	100	11	GUCCI	24
02	NIKE	93	12	MERCADO LIVRE	23
03	IPHONE	79	13	XBOX ONE	22
04	WALMART	77	14	TARGET	22
05	SHOES	76	15	HOME DEPOT	20
06	ADIDAS	64	16	VANS	19
07	EBAY	58	17	IPHONE 7	17
08	PS4	40	18	IPHONE 6	16
09	APPLE	26	19	LAPTOP	15
10	IKEA	25	20	FORTNITE	14

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2019

CREDIT CARD OWNERSHIP

THE PERCENTAGE OF ADULTS AGED 15+ WHO POSSESS A CREDIT CARD



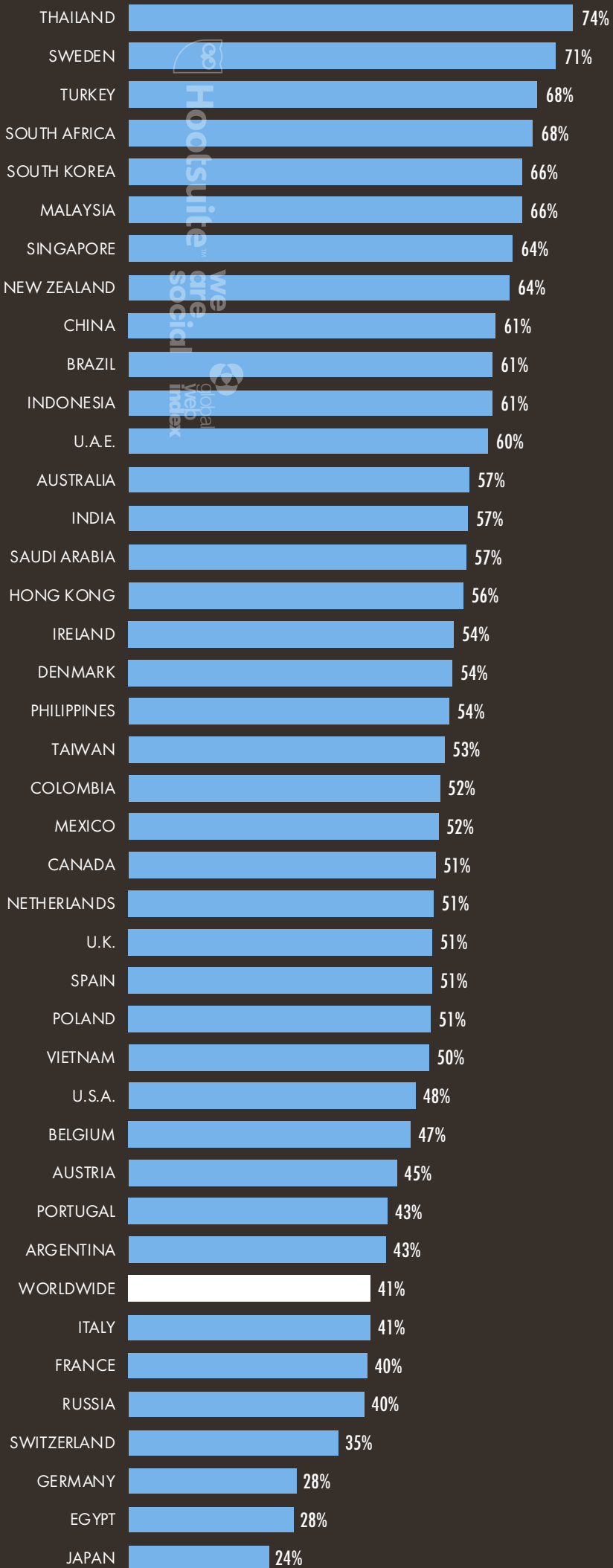
201

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (ACCESSED JANUARY 2019)

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2019**

PENETRATION OF MOBILE BANKING

PERCENTAGE OF **INTERNET USERS** THAT ACCESSES BANKING SERVICES VIA A MOBILE DEVICE



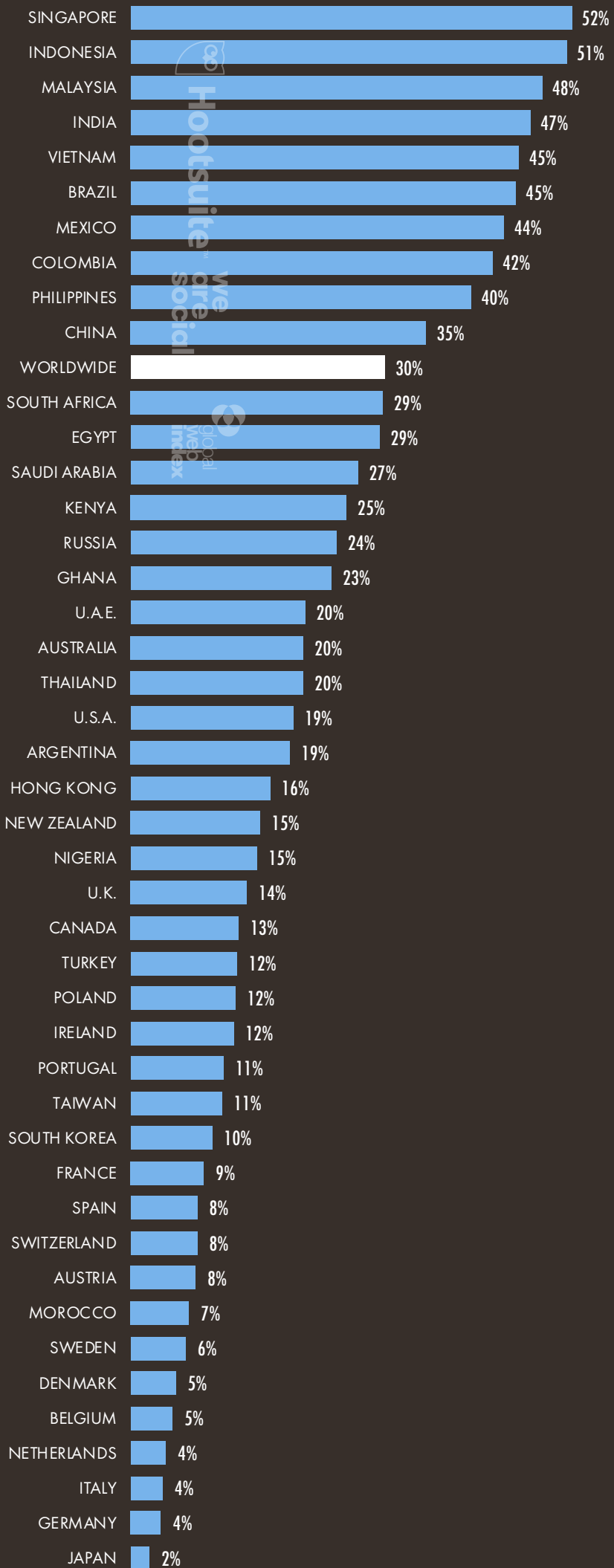
202

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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USE OF RIDE-HAILING APPS

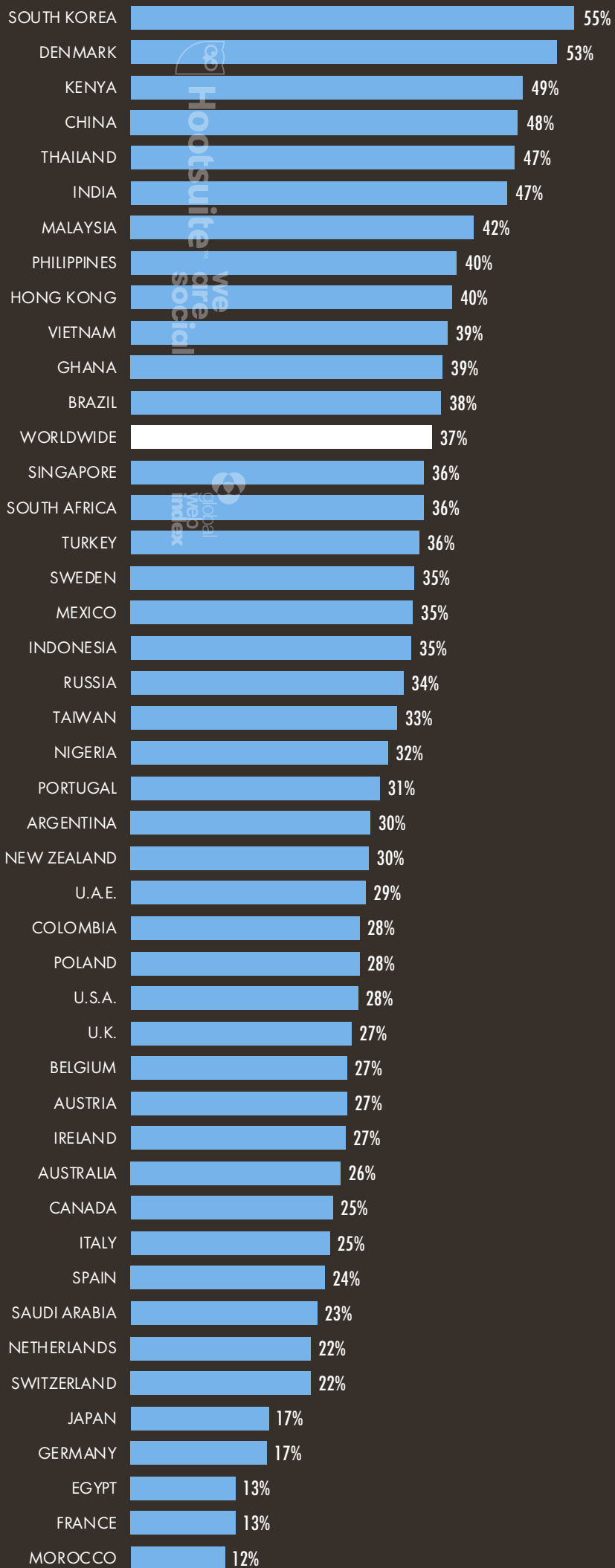
PERCENTAGE OF **INTERNET USERS** THAT USE TAXI BOOKING OR RIDE-SHARING APPS EACH MONTH [SURVEY BASED]



JAN
2019

USE OF MOBILE WALLET

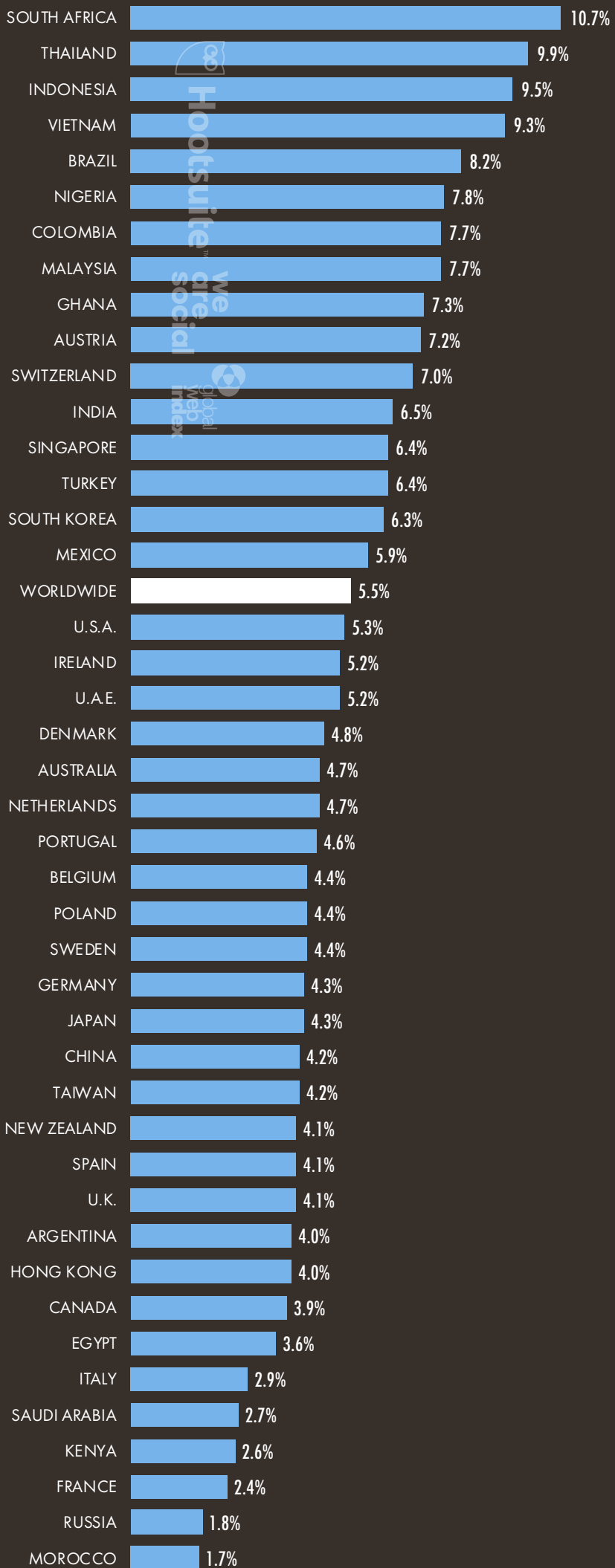
PERCENTAGE OF INTERNET USERS WHO USE THEIR PHONE TO PAY FOR GOODS OR SERVICES EACH MONTH [SURVEY BASED]



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OWNERSHIP OF CRYPTOCURRENCIES

PERCENTAGE OF **INTERNET USERS** WHO REPORT OWNING ANY FORM OF CRYPTOCURRENCY [SURVEY BASED]



HOOTSUITE'S PERSPECTIVE: E-COMMERCE THEMES

Whether at a physical store or flipping through Instagram, consumers want shopping to be a sensory and social experience.



P2P CONTENT DRIVES PURCHASE

[PwC's study of 22,481 consumers](#) found that content shared by peers on social media is the most influential channel for inspiring purchases, ranking higher than retailer websites, emails, and blogs.



SELL WITH SOCIAL VIDEO

It's tough to do research on mobile, which is why social videos can close the gap between discovery and purchase. Beyond product tutorials, look for ways to make shopping social. For example, a live broadcast on Instagram can recreate the energy and urgency of real-life shopping experiences.



BALANCE COMMERCE AND COMMUNITY

Remember that what distinguishes social commerce from other channels is the social aspect. Look for inspiration from brands like Gucci, Glossier, and Sephora. These brands have mastered the art of blending commerce, content, and customer communities.

[Click here](#) to explore Hootsuite's **solutions** including our social video, Instagram, and Pinterest integrations.

WE ARE SOCIAL'S PERSPECTIVE: E-COMMERCE IN 2019

The promise of social commerce is now becoming more mature, with native functionality and a supportive ecosystem, boosted by opportunities with influencers and messaging.



ENHANCED PLATFORM CAPABILITIES

The major platforms have enhanced their 'native' social-commerce capabilities as the tech giants compete to become gateways to a new kind of retail experience. Expect new ways to discover, trial and recommend products and services across categories.



MATURING ECOSYSTEM

Shoppable platform innovations will grab headlines, yet the evolving ecosystem of tools is just as important. These streamline and optimise the path from platform to purchase on brand websites, reducing friction for business owners and the consumer, especially for more complex products.



INFLUENCER IMPACT

Influencers have a growing impact on purchase decisions, with top categories being clothing, shoes, food & drinks, and cosmetics. Expect more brand collaborations and an acceleration of the trend for influencers to build their own virtual shops. We are still a long way from peak influence.



MESSAGING MATTERS

Messaging apps facilitate sales in a conversational setting, with AI providing scalability, and eventually a move to voice-controlled purchase. The next phase will be adding this feature to group chats in 'dark social' environments.

Download our [Think Forward](#) report and dive into these trends and more.



MORE INFORMATION

CLICK THE LOGOS BELOW TO READ AND DOWNLOAD
THE FULL COLLECTION OF DIGITAL 2019 REPORTS,
AND ACCESS ADDITIONAL CONTENT, INSIGHTS AND
RESOURCES FROM HOOTSUITE AND WE ARE SOCIAL:



HOOTSUITE



WE ARE SOCIAL



SPECIAL THANKS: GLOBALWEBINDEX

GlobalWebIndex is the leading provider of audience profiling data to agencies, publishers, and brands worldwide.



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 4.5 MARKETS**



**CROSS-DEVICE
COVERAGE**

Learn more at <http://www.globalwebindex.com>

SPECIAL THANKS: GSMA INTELLIGENCE



GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <http://www.gsmainelligence.com>

SPECIAL THANKS: STATISTA

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, smart home, and e-health for over 150 countries and regions.



**82% OF THE GLOBAL
INTERNET POPULATION**



**150 COUNTRIES
AND REGIONS**



**92% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

Learn more about Statista at <http://www.statista.com>



SPECIAL THANKS: LOCOWISE

Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING**



**INSIGHTS FROM ALL
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METRICS TO DRIVE
FUTURE STRATEGY**

Learn more about Locowise at <http://locowise.com>



SPECIAL THANKS: SIMILARWEB

SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or app across all industries in every region.



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

Learn more about SimilarWeb at <http://www.similarweb.com>

SPECIAL THANKS: APP ANNIE

App Annie is the industry's most trusted mobile data and analytics platform. The company created the mobile app data market and has been fueling world-class, mobile-first businesses since 2010. App Annie's mission is to power B2C companies' mobile transformation and enable clients to deliver winning consumer experiences. More than 1,000 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the gold standard to revolutionize their mobile business. The company is headquartered in San Francisco with offices in 13 countries.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <http://www.appannie.com>

NOTES ON DATA SOURCES

POPULATION & DEMOGRAPHICS: United

Nations World Population Prospects, 2017 Revision; US Census Bureau (accessed January 2019); United Nations World Urbanization Prospects, 2018 Revision.

LITERACY RATES: UNESCO Institute for Statistics;

UNICEF Data; World Bank Databank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2019).

GDP & FINANCIAL INCLUSION DATA: World

Bank Databank; IMF Data; CIA World Factbook (all accessed January 2019).

DEVICE USAGE: Google Consumer Barometer

(accessed January 2018). Note that data has not been updated in the past 12 months.

INTERNET USERS: InternetWorldStats; ITU Statistics;

World Bank Databank; CIA World Factbook; Eurostat Data Explorer; Facebook's self-serve advertising tools; Technasq; MidEastMedia.org; local government authorities and telecom regulatory bodies; reports in reputable media (all accessed January 2019). **Mobile Internet share** based on data from GlobalWebIndex (Q2 & Q3 2018) *, and extrapolations of data

reported in Facebook's self-serve advertising tools.

Internet connection speed data from Ookla Speedtest (December 2018). **Time spent** on the internet from GlobalWebIndex (Q2 & Q3 2018) *. **World's top websites** from SimilarWeb (December 2018) and

Alexa (30 days to 16 January 2019). **Google search** insights from Google Trends (data for full year 2018). Data on use of **voice search** and **ad blockers** from GlobalWebIndex (Q2 & Q3 2018) *. **Privacy concern** insights from Statista Global Consumer Survey 2018.

Content streaming insights from GlobalWebIndex (Q2 & Q3 2018) *. **Internet use frequency** data from Global Consumer Barometer (accessed January 2018)

SOCIAL MEDIA USERS: Company earnings

announcements; press releases; remarks by senior platform executives at public events; statements on company websites; reports in reputable media. **Top messenger platforms** from SimilarWeb (December 2018).

SOCIAL MEDIA ADVERTISING AUDIENCES: data

extracted from each platform's self-serve advertising tools (January 2019 and October 2018). Many data points involve further extrapolations of this data.

SOCIAL MEDIA BEHAVIOURS: Time spent on

social media from GlobalWebIndex (Q2 & Q3 2018) *. **Facebook reach and engagement** data from Locowise (Q4 2018).

MOBILE USERS & CONNECTIONS: GSMA

Intelligence (January 2019); Ericsson Mobility Report (November 2018); Ericsson Mobility Calculator and Visualizer tools (accessed January 2019);

MOBILE APPS: App Annie (January 2019);

SimilarWeb (January 2019).

E-COMMERCE USERS & SPEND: Statista Digital

Market Outlook (e-Commerce, e-Travel, and digital media industry reports) (accessed January 2019). GlobalWebIndex (Q2 & Q3 2018) *, Worldpay Global Payments Report (November 2018).

*** METHODOLOGY NOTE:** GlobalWebIndex

conducts a quarterly survey of a panel of 22 million internet users across 45 countries around the world, representing 90% of the world's total internet users. For full details of the company's methodology, please visit <http://www.globalwebindex.com/>

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect and publish regular internet user data. However, the user numbers published by social media platforms can be a useful proxy for the number of internet users in countries where no other reliable data are available, because all active social media users must have an active internet connection in order to access social media. These data are also more likely to be updated on a regular basis, as social media companies relies on this data to help sell their advertising products and services.

As a result, on occasion, we've used the latest addressable advertising audience data from social media platforms' self-serve advertising tools to inform our internet user numbers, especially in less-developed economies, where 'official' internet user numbers are published less frequently. Consequently, there are a number of instances in this report where the reported number of social media users equals the reported number of internet users.

It's unlikely that one hundred percent of internet users in any given country will use the same social media platform though, so in cases where internet and social media user numbers are the same, it's likely that the actual number of internet users will be higher than the number we've reported.

Lastly, a number of metrics that we reported in last year's Global Digital reports have been revised by the original data provider since publication, and as a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports in case the original base has changed.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

DISCLAIMER AND IMPORTANT NOTES

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